

PUBLIC COMMUNICATIONS POLICY

APPLIES TO: Southern Tier Library Board of Trustees, Employees and Volunteers

REFERENCES: Authority of the Board Policy
Organizational Meeting Policy
Trustee Job Description
Disaster Preparedness Policy
Ethical Behavior Policy
STLS Website (www.stls.org)

The STLS Board of Trustees has a responsibility to promote public awareness of STLS library services and programs, to develop public understanding and support of STLS and the vital role it plays in the support of its member libraries and to encourage active utilization of its services by the STLS member libraries.

The Board of Trustees recognizes that effective public relations involves every person who has connection with STLS. The Board urges its own members and STLS staff members to remember that she or he represents STLS in every public contact and that professionalism and good service enhances good public relations.

Official statements to the public and media will be made by the Executive Director or the Board President. If it is necessary for anyone other than the Executive Director or Board President to provide the public with information, such information will be reviewed and approved by the Executive Director or Board President prior to its release.

The STLS Board of Trustees will designate the official newspaper to be used for all public announcements at its annual Organization Meeting in January of each year.

Adopted by the Board of Trustees November 20, 2012.