

**CHICKASHA PUBLIC LIBRARY**  
**PUBLIC RELATIONS POLICY**  
**October 18, 2016**

**DEFINITION:**

According to the Public Relations Society of America, “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” While marketing – through advertising, public appearances, and organized activities – is a chief component, the organized daily operations of Director, staff, and Board members are the mainstay of a favorable public opinion.

**ROLES:**

Library Director: The Library Director is the official spokesperson for the Library. All requests for information about the Library, whether from the media or from individuals, will be forwarded to the Director.

The Director also assumes the strategic functional duties of<sup>1</sup>

- “anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.”

and

- “counseling management at all levels in the organization with regards to policy decisions, courses of action and communication, taking into account their public ramifications and the organization’s social or citizenship responsibilities.”<sup>1</sup>

Library Staff: The Library Staff supports the publicity goals of the Library by presenting a professional appearance and by providing courteous, efficient, attentive service.

Library Board: The Library Board members are advocates for the Library. They will become very familiar with the Library’s programs and series, and feel prepared to support publicity goals as they discuss the Library, its mission, and special events with the public. They should collaborate with the Library Director in the strategic functional duties of:

- “researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization’s aims,”

and

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<sup>1</sup> Refer to [www.prsa.org](http://www.prsa.org) for the source of this text and expanded definitions of functions of a successful public relations plan.

- “planning and implementing the organization’s efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities – in short, managing the resources needed to perform all of the above.”<sup>2</sup>

Friends of the Library: The Friends of the Library is an organization whose mission is to promote and support the Library. Each year they select and implement activities to further their mission. The Library Director will provide appropriate information to the Friends to allow them to support our public relations goals with their programming.

### **PUBLICITIY PLAN:**

Strategic efforts will be made to inform the community of the services the Chickasha Public Library has to offer and to identify our constituents and engage them in an ongoing relationship with the Library and its resources.

These efforts may include creating and maintaining attractive exhibits and welcoming public spaces, providing information on bookmarks (and/or other print materials), maintain a vibrant presence in social media, writing press releases and inviting media coverage of special events.

Community outreach activities may include participating in parades, hosting booths at the fair, making presentations to service organizations, and arranging tours or visits with groups. The emphasis should always reflect the Library mission and support its public relations goals.

Enhancement of staff skills in public relations will be encouraged by participation in suitable workshops, classes, through independent study, and professional development through attendance at a state, regional, or national conferences as funding allows.

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<sup>2</sup> [www.prsa.org](http://www.prsa.org)