

PUBLIC COMMUNICATIONS

1. Object

This policy is hereby enacted by the Board of Trustees (“Board”) of the Smithtown Special Library District (“Library”) for the following purposes:

- a. to inform citizen’s so that they can make use of and support the Library’s services and programs,
- b. to build a positive library image in the community that will encourage residents to use and support the library’s programs and services,
- c. to establish a reputation as a nonpartisan, nonsectarian, nonbiased meeting ground for all ideas,
- d. to ensure accurate, professional, communication of library services and programs,
- e. to ensure timely and accurate two-way communication between the library and its public.

2. Policy

The Library’s policy is to establish and maintain open, two-way communication between the Library and various publics the Library serves. The Library will adopt and carry out a planned public communications program that will inform its citizens of the Library’s programs and services, promote all citizens’ use of the Library and establish the Library as a non-partisan meeting ground for all ideas.

3. Goals

Public communication goals of the Smithtown Special Library District are: (1) to promote a good understanding of the Library’s objectives and services among governing officials, civic leaders, and the general public; (2) to promote active participation in the varied programs and services offered by the Library to people of all ages.

4. Responsibilities

The Board recognizes that public communications involves every person who has a connection with the Library. The Board urges its own members and all library employees to realize that they represent the Library in every public contact.

5. Outreach

The library director shall designate outreach staff to make presentations to promote library programs and services. A reasonable amount of library time will be allowed for preparation and speaking. Materials to be used by press, radio, or television must be approved by the library director or his/her designee.

6. Coordination of Speaking Engagements

Speaking engagements made by library trustees and staff on behalf of the Library will be coordinated by the library director or his or her designee.

7. Publications

The Board will establish a publications budget to cover costs related to printing, publication, supplies, and miscellaneous needs related to the public communications effort. Bulletins, brochures, and other promotional materials shall be produced and distributed through regular mailings and other effective methods of reaching the public.

8. Standards of Quality

Promotional and informational materials designed to be disseminated to the public will meet standards of quality established by the Library. Library managers will be responsible to see that such promotional and informational materials produced by or for their respective departments meet Library standards. All such materials are subject to approval by the library director or his or her designee.

9. Requests for Information

Responses to requests for information from the public and/or media regarding library policies or procedures should be limited to the scope of the respondent's job duties. All requests for information beyond the scope of those duties should be referred to the library director or his or her designee.