

## PUBLIC RELATIONS POLICY

### **Driftwood Public Library City of Lincoln City, Oregon**

Driftwood Public Library will make every effort to inform the public of any changes in library service, however temporary, as well as any opportunities to participate in library activities. The library will issue press releases to local media, and post public notices in a timely manner so that the public is aware well ahead of the dates of library events. Library staff will post notices of planned changes in library hours (holidays, etc.) throughout the library and lobby areas one week in advance as well as change library voice mail messages to include the change in hours. Emergency closures will be announced as soon as possible once the library is informed.

### **Local and area media to be utilized include:**

- Driftwood Public Library website [Events](#) column
- Oregon Coast Today weekly
- Lincoln City Newsguard (weekly paper)
- Lincoln County NewsTimes (bi-weekly paper)
- KBCH/KCRF radio station
- KNPT radio station
- LC peg access channel when available
- Visitors and Convention Bureau for monthly calendar inclusion
- Readers Advisory Newsletter
- Oregon Coast Council for the Arts for monthly calendar inclusion
- Tillamook County Leader (weekly paper)
- Statesman Journal Newspaper (Salem, Oregon)
- Oregon Literary Events column (statewide newspaper)
- LIBS-OR listserv for statewide communication to all public libraries

Library staff will maintain and publish a monthly calendar of library events and supply the same information to the Friends of the Library Newsletter. Flyers for special events will be posted up to a month in advance depending on the nature of the event and the audience to which the program is directed. Only flyers relating to library events and activities will be posted within the library. A bulletin board for public notices is provided in the second floor lobby as well as a table and brochure rack for community information.

### **Commercial solicitations or advertising will not be posted.**

The Library Director is responsible for the quality and accuracy of any material published by library staff or volunteers and will review and correct materials before release to the media. Any complaints about press releases, flyers, or any other library publicity should be directed to the Library Director. Requests to post publicity in the library lobby area should also be directed to the Library Director for approval.

***Revised by Driftwood Public Library Board March 7, 2006.***