IV. LIBRARY IMAGE

Publicity, public relations and marketing are all important elements in building the library image. Both library staff and board contribute to this library image, from the maintenance staff who directly affect that first impression, to the technical services staff, whose cataloging practices can easily give patrons the message that the library is very concerned about the ease they have in using the catalog. The public service staff makes the most long lasting impression, however, because they are interacting directly with the public most of the work period. Library policies, from meeting room policies to collection development policies, also affect public relations; as does the physical layout of the building, the type of furniture, etc. All of these elements can give one of two messages: "We don't care," or "We do care...about your information needs, your comfort, your feelings, your convenience.,

VV	e do careabout your	r information needs, yo	our comfort, your feeling	s, your convenience.,			
1.	Once a year the board and representatives of the staff shall do a library "walk-through" to assess the image it projects.						
For app	the purposes of this coroaches to publicity.	document, publicity ref Those listed below ar	ers to the planned actio e generally accepted a	n used to increase peo s effective. Indicate the	ple's awareness of the ose your library has use	library and its services. The	ere are many
	TV and/or radio expo	osure (Public Service	Announcements, talk sh	ows, etc.)			
	Newspaper articles, columns, or ads.						
	Library newsletter.						
	<u> </u>						
	Posters, flyers, brochures, bookmarks, etc. advertising library services.						
	Mailing to every hous	sehold.					
	Talks to community g	groups.					