

IV. LIBRARY IMAGE

and marketing are all important elements in building the library image. Both library staff and board contribute to this library image, from directly affect that first impression, to the technical services staff, whose cataloging practices can easily give patrons the message that about the ease they have in using the catalog. The public service staff makes the most long lasting impression, however, because with the public most of the work period. Library policies, from meeting room policies to collection development policies, also affect 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 information needs, your comfort, your feelings, your convenience.,

and representatives of the staff shall do a library "walk-through" to assess the image it projects.

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document, publicity refers to the planned action used to increase people's awareness of the library and its services. There are many those listed below are generally accepted as effective. Indicate those your library has used during the past year.

ure (Public Service Announcements, talk shows, etc.)

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olumns, or ads.

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res, bookmarks, etc. advertising library services.

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hold.

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, or bookmark).

_____ _____ _____ _____ _____

nged exhibits, displays, and bulletin boards.

_____ _____ _____ _____ _____

board members as they participate in community affairs.

_____ _____ _____ _____ _____

se, a public library shall have an active, ongoing, planned, and coordinated approach to achieving a positive image. Marketing
r promoting the library's image. Poor marketing is as much a deterrent to people's ability and willingness to make use of the
ough the library, as are limited hours and physical barriers.

orientation on public relations and public service attitudes which will contribute to the positive image of the library. This shall be
nths of their employment.

_____ _____ _____ _____ _____

or in-service training sessions on public relations and public service attitudes for all staff members or cooperate with their
s, or other organizations to provide such training at least every two years.

_____ _____ _____ _____ _____

en primary responsibility for coordinating publicity regardless of the size of the library.

_____ _____ _____ _____ _____

r marketing activities shall be included in the library budget.

_____ _____ _____ _____ _____

Library policies shall be evaluated for their public impact.

_____ _____ _____ _____ _____

ation, every library shall determine, on the basis of a citizen survey to be conducted at least every ten years, the awareness services.

tain the level of awareness for five services chosen by the staff or board, or for five services targeted in the library's goals and are 1) photocopy service; 2) circulation of periodicals; 3) telephone renewals; 4) Sunday hours; 5) circulation of audio or

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