

Annual report (brochure, flyer, or bookmark).

_____ _____ _____ _____ _____ _____

Attractive and frequently changed exhibits, displays, and bulletin boards.

_____ _____ _____ _____ _____ _____

Active advocacy of staff and board members as they participate in community affairs.

_____ _____ _____ _____ _____ _____

In order to fulfill the library's purpose, a public library shall have an active, ongoing, planned, and coordinated approach to achieving a positive image. Marketing refers to the overall philosophy for promoting the library's image. Poor marketing is as much a deterrent to people's ability and willingness to make use of the world of information available through the library, as are limited hours and physical barriers.

2. All new staff shall receive an orientation on public relations and public service attitudes which will contribute to the positive image of the library. This shall be done within the first two months of their employment.

_____ _____ _____ _____ _____ _____

3. Libraries shall either sponsor in-service training sessions on public relations and public service attitudes for all staff members or cooperate with their system, neighboring libraries, or other organizations to provide such training at least every two years.

_____ _____ _____ _____ _____ _____

4. A staff member shall be given primary responsibility for coordinating publicity regardless of the size of the library.

_____ _____ _____ _____ _____ _____

5. Funds for publicity and other marketing activities shall be included in the library budget.

_____ _____ _____ _____ _____ _____