

701. Public Relations: General Policy

701.1 The purpose of the public relations policy is to guide efforts to keep the community informed about the Iowa City Public Library's mission, services and resources and to foster a positive public image in order to maximize effective use and support.

701.2 The objectives of the Library's public relations program are:

- A. To promote awareness and understanding of the Library and its roles and activities in the community.
- B. To stimulate interest in, and facilitate use of, the Library.
- C. To encourage public participation in planning Library services.
- D. To build advocacy for the Library's needs and the activities of the Friends Foundation.
- E. To inform state, national, and international library communities about the activities of the Iowa City Public Library.

701.3 The Library will utilize a variety of media to share its message.

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