The public relations goals of the Charlevoix Public Library are:

- to promote a good understanding of the Library's mission and services for the general public, governing officials, and civic leaders; and
- to promote active participation in the varied services offered by the library to people of all ages.

Expectations of Board, Staff and Volunteers:

- The board recognizes that public relations involve every person who has a connection with the library. The board urges its own members and every staff member to realize that he or she represents the library in every public contact.
- The director is expected to make presentations and to participate in community activities to promote library services. A reasonable amount of library time will be allowed for preparation and speaking engagements.
- The director will establish a publications budget to cover costs related to printing, publication, supplies, and miscellaneous needs related to the public relations effort.
- All staff, board, and anyone representing the library will be courteous to media, or anyone asking for information.
- The director will approve all library and Friends of the Library materials to be used by press, radio, or television, or governmental agencies.

Public Relations Authority and Responsibility:

- The director will arrange library contacts with the media.
- Contacts made by the media will be directed to the director.
- Letters to the editor designed to officially speak for the library will be approved by the director or a member of the board of trustees.
- In the event of an emergency, the library director will make the official statements to the public and the media. In the director’s absence the statement will be made by his/her designee, or a person placed in charge of the library.
- If it is necessary for library staff to provide the public with information, the director will inform staff what is to be said.

Description and Distribution of Public Relations Materials:

- Newsletter – It will be published 4 times per year; including program information, library reports, acknowledgements of donations, and other timely articles. The newsletter will be distributed to all households within the library district, all nondistrict members of the Friends of the Library, and on the website. It shall contain no advertising or promotion of other organizations or businesses except where the event is co-sponsored by the library.
- Brochure - Information to inform patrons about library policies or procedures will be distributed as needed.
- Annual Report – A brief report on library activities of the year, including the financial report, will be available at the library, and published on the web site.
Public Relations Policy

- Posters, Flyers, Bookmarks – These will be distributed as needed to promote programs or events.
- Web Site – It contains information on library services, events and policies as well as links to the system catalog, Michigan Electronic Library, MelCat, and other research sites.
- Press Releases - They will be sent to the Charlevoix Courier, Petoskey News Review and any other sources deemed valuable to announce library event or news.
- Legal Postings – These shall be submitted to the Charlevoix County News

All printed material shall contain the library name and contact information and logo if appropriate. Someone other than the creator shall proofread each piece before submitting for publication.

Other means of communicating with the public such as presentations, exhibits, TV, radio, or electronic media shall follow the same general guidelines and must be pre-approved by the director.

Handling of Complaints, Suggestions, and/or Compliments:

- A patron who complains about library material shall be given a Citizen’s Request for Reconsideration of Library Materials. When the form is completed and returned to the library, the library director and the board of trustees will consider it. The patron will be notified of the outcome within one month of submitting the reconsideration form.
- The director is available to discuss any issue via phone, e-mail or in person.