

PPLCS PUBLIC RELATIONS PLAN

ROLES: The roles of PPLCS and the member county libraries in creating an effective public awareness program should be spelled out, so that each entity will know what to expect. The content may be overlapping, but should not be in conflict or competition with each other. County libraries must maintain a strong image within their boundaries and with their library boards and county commissions. PPLCS must appear strong on the state level and as a support system on the county level. There needs to be a definition of the role that PPLCS should play and a definition of the role the counties should play.

PPLCS: State level. PPLCS should present a united image, with each county a part of the whole. This may include attendance at meetings, presentations at conferences, etc. PPLCS will be represented in a supportive role to the county library operations and governing bodies.

COUNTIES: Local level. County libraries should promote the individual county boards and county commissions, while also showing that they are a part of PPLCS.

GOAL: To promote free public library service within the four member counties.

OBJECTIVE 1: To increase public awareness of library services being offered.

OBJECTIVE 2: To increase library management awareness of services desired or needed by the public.

SAMPLE ACTIVITIES:

There are many activities. However, the most important is to be seen, including attendance at community functions and programming as a representative of the local library or PPLCS. Being seen and in-person support of public library service by library directors and PPLCS Administrator is often more effective than mailed reports.

- 1). PPLCS logo.
- 2). Brochures developed for each county, showing hours, services, etc., Relationship to demonstrated by use of PPLCS logo or a line stating "Calhoun County is a member of the Panhandle Public Library Cooperative System" or "The Panhandle Public Library Cooperative System serves the Calhoun, Jackson, Holmes and Washington County Public Libraries".
- 3). Electronic and print media release in English and Spanish.
- 4). Bibliographies targeting special collections or special interests.
- 5). Book reviews, book talks.
- 6). Program reports provided to local governing bodies.
- 7). Public awareness presentations to clubs, organizations, etc.
- 8). Program brochures highlighting services (examples: literacy program, children's storyhours, etc.)

- 9). Program announcements or PSA's to include mention of PPLCS and funding source.
- 10). Friends of the Library groups.
- 11). Newsletter(s)
- 12). Networking (example: Family Learning Center "contact")
- 13). Publicity of programs, events, etc., throughout PPLCS area.
- 14). Board training/networking.