

## **WESTCHESTER PUBLIC LIBRARY**

### **PUBLICITY**

#### **RESPONSIBILITY**

The Director will be responsible to the Board of Trustees for coordinating the library's publicity program.

#### **SCOPE**

The library may utilize any of the following public relations tools:

Weekly Mailing via e-mail or regular post - includes press releases, new book annotations, exhibit announcements, calendar of events and meetings in the library.

Calendars – printed or on-line.

Displays – on library bulletin boards.

Paid Advertisements - in local media outlets.

Press Packets - announcing major programs through multiple press releases and publicity photographs.

Special Printings - announcing major programs and services at the library.

Web Site Publishing

#### **FINANCE**

Library publicity expenses will be drawn from the Operating Fund.