

## **Chapter 9 Communication**

### **9.1 Advocacy**

The Plattsmouth Public Library aims to promote a comprehensive understanding of the library's objectives and services among governing officials, civic leaders, and the general public as well as to promote active participation in the varied services offered by the library to people of all ages. Library staff and board members are encouraged to participate in a variety of community activities that promote the library.

### **9.2 Customer Complaints**

While the library endeavors to provide the highest levels of satisfaction and library services to its patrons, we recognize that, occasionally, patrons may wish to raise a complaint pertaining to an issue which interferes with their use and enjoyment of the library.

A library patron initially may choose to raise his or her complaint on an informal, verbal basis with the library's staff. In the event that the patron elects not to do so, the patron should request and complete a Comment Card. The Library Director will review promptly all completed Comment Cards and, where appropriate, attempt to resolve the complaint directly.

If the patron is not satisfied with the response provided, and/or if the Director identifies the situation as one in which Board or City Administrator input is warranted, either or both parties may bring the written complaint to the attention of the Board or the City Administrator. Patrons desiring to do so may also request an opportunity to address the Board at one of its monthly meetings. These complaints will be reviewed promptly. A verbal and/or a written response to the complainant will be provided.

### **9.3 Marketing and Public Relations**

To ensure that the public receives consistent and accurate information about library policies, procedures, programs, and services, and to ensure that the best possible image of the library is presented to the public, the following public relations policy has been developed.

Local media will be used extensively to keep the public aware of and informed about the library's resources, programs, and services.

Contacts with the media will be arranged by or directed to the library director or his/her designee.

All news releases will be approved by the library director.

Library promotional and informational materials (handouts, brochures, social networking messages, etc.) designed to be disseminated to the public will meet standards of quality established by the library and follow standard guidelines of copyright law. The library director will be responsible to see that such materials meet library standards of quality. All promotional and informational materials must be approved by the library director before being released.

Speaking engagements made by library staff on behalf of the library will be coordinated through the library director.

Personal and informational group contacts will be maintained with government officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and board members.

Surveys of the community shall be made as needed to ensure the Library's responsiveness to the interests and needs of all citizens.

Approved by the Library Board, 8/26/2015