

**4B | Public Relations and Public Image****Revised:** 6/12/19

It is the policy of the Library to maintain communications with the Roselle community, informing current and future users and patrons of the Library's services, collections, events and programs.

The primary objective of any public relations program or campaign will be to support the mission and strategic goals of the Library while stimulating public interest and awareness of the Library.

All communications issued by the Library will be presented in a professional and inviting manner.

**Adopted:** 7/13/94**Revisions/Reviews:** 5/8/13, 3/9/11, 11/8/06