

1201 – Guidelines for Public Relations

Date Policy Approved: May 26, 2010 by DeSoto Parish Library Board of Control

Currently Tammy Overton, branch manager at Stonewall, creates most of our marketing pieces. Please submit requests to her letting her know what you want and any suggestions you may have for the item you wish her to create. After she creates the pieces, Administration will check for accuracy. Document will be sent to you and to the newspapers.

For a more cohesive, system-wide approach, all newspaper articles highlighting services, programs, etc. that all of the branches offer will have the names of all the branches listed. This is to ensure that the users know that the featured item is available throughout our library system.

Articles highlighting special programs, display cases, etc. offered at a specific location can be sent to the newspapers separately, since that branch is the only one offering it.

Mrs. Overton will create fliers that can be posted on bulletin boards or entrance posting boards. She will also develop handouts for customers to highlight branch activities even if some of them are system-wide.