

CHAPTER IX
PUBLIC RELATIONS

A. GENERAL PRINCIPLES

1. Public Relations shall be the concern of the Board of Trustees, the Library Director and the entire Library staff.
2. Good public relations result from a desire to serve the community in the best possible way.
3. Good public relations are fostered by a staff that is neatly and appropriately dressed, a staff that greets each patron in a cordial manner and helps where help is needed.
4. The Library Director and Library staff members shall work to create communication between the Library and the community so that the Library becomes aware of community needs and provides the services to meet those needs.
5. The Library needs good will to succeed and a satisfied patron is the best of all advertisements.

B. RELATIONS WITH OTHER AGENCIES

1. The Library shall maintain communications with the Wisconsin Division for Libraries and Community Learning, Department of Public Instruction.
2. The Library shall maintain communication with the Winnebago County Board and all other elected officials representing this area.
3. The Library shall maintain communications with the Menasha City Council and other local officials. City Council members shall receive copies of the minutes of all regular and special meetings of the Library Board.
4. The Library shall actively communicate and cooperate with local schools and shall provide students and teachers with as much service as possible.
5. As an institutional member of the Winnefox Library System, the Library shall actively and regularly communicate with the system administrator and Board.
6. Cooperation with other libraries through joint programs, interlibrary loans, information exchanges, etc. shall be encouraged.
7. The Library supports the American Library Association and the Wisconsin Library Association by financially supporting staff membership in those organizations as described in personnel policies. The Library may similarly support Library Board member's membership in those organizations or the Wisconsin Library Trustees Association. The Library Board may choose to associate the Library with other library organizations.
8. The library shall furnish announcements, press releases or other publicity materials to area newspapers, radio stations and other available media "outlets."
9. The Library shall use any other lawful, appropriate and tasteful means of promoting library services.

C. LIBRARY PUBLICITY AND PUBLICATIONS

1. Library patron e-mail list

- a. The Library may use patrons' e-mail addresses from circulation records to create a general library mailing list.
- b. List addresses may not under any circumstance be shared, given, or sold to any third party.
- c. No person other than Menasha Library employees designated by the director of the library may view, store, use or alter the list. No members of the public, municipal officials, law enforcement, library board members, or Friends of the Library may view or otherwise have any type of access to the list. This conforms with Wisconsin statutes regarding privacy of public library patron records.
- d. Per Wisconsin statutes, the list may not be used for any purpose other than management of library business. Appropriate uses of the list include:
 - 1) Providing information about library programs and services.
 - 2) Soliciting volunteers for library programs and services.
 - 3) Fundraising for library programs, services and facilities.
 - 4) Other appropriate uses with advance library board approval.
 - 5) The list will not be used to serve the purposes of other institutions.
 - 6) The list will not be used to advocate for partisan political purposes.
 - 7) Every e-mail message sent via the list must offer the recipient the option of removal from the list.
 - 8) If a recipient responds positively to an offer to include the recipient on another e-mail (or other form) list, the e-mail address information originally obtained from circulation records may be transferred to another list which would not be subject to Wisconsin library privacy provisions (provision c. above).