

# Public Relations and Advertising

Created 11 July 2023

Public relations is an integral part of the Library's effort to promote use of its facilities and services. All public relations is coordinated through the Marketing Department and the Director.

## *Name and logo*

The name of the Library, its logo, and other service marks are the property of the Mason County Public Library. The Library reserves all rights to their use.

## *Representation*

The Board of Trustees employs the Director who is designated as the Library's representative. The Director may, in turn, designate other individuals to represent the Library as necessary. Other staff and individuals may not claim to represent the Library in an official capacity without the Director's approval.

All contact with the media is coordinated through the Marketing Department and the Director.

## *Internet*

The Library maintains presences on the internet for informational, recreational, and publicity purposes. The Director designates individuals to provide for content and appearance.