59. Public Relations

Currently there is no supporting documentation for this section

End of Section

58.1
59.1

PUBLIC RELATIONS POLICY

THE AMERICAN LIBRARY ASSOCIATION

The American Library Association is committed to informing all citizens about the role of libraries and their importance in American life. The Library profession is not an island unto itself. It is in the mainstream of American life and must be responsive to the human needs of society, reaching out to help the citizenry more fully realize the dramatic ways in which libraries can enrich their lives.

Through public information programs, and through its publications and membership activities, the ALA seeks to keep the American public aware of libraries in order to encourage their greater use, and to stimulate citizen support.

It is ALA's policy to engage in public information programs that are primarily national in scope, that benefit all types of libraries and their constituents, and that, in turn, inspire local or special libraries to engage in promotion and education activities in their own communities.

Through its Public Information Office, ALA will maintain a close relationship with the library press, both national and international, and sustain a steady flow of information about the organization and its activities, as well as major developments effecting the library profession.

Through its Washington office, ALA seeks to inform the United States legislature and the various federal agencies about events generally, and legislation specifically, which influence library-related activities.

Many units of the American Library Association are engaged in public information activities, but the major membership involvement is coordinated by the Public Relations Section of the Library Administration and Management Association, a group which can make recommendations concerning ALA public information programs, and provide idea exchange, publications, and continuing education opportunities.

The responsibility for implementing national public information programs and for coordinating ALA contact with the national and international media, rests with the Public Information Office of the association with support and council provided by the Public Relations Section and other appropriate groups.

EXHIBIT 9 58.1

American Library Association

MEMORANDUM

To: ALA Council

Date: June 5, 1981

From: LAMA Board of Directors

Re: ALA, Public Relations Policy Statement

Action required.

LAMA requests that Council adopt the attached statement as ALA policy at the 1981 San Francisco Annual Conference.

The intent of this statement is to clarify the responsibility of ALA for effective public relations efforts. It reaffirms ALA's commitment to public relations in response to the resolution from the White House Conference that called for more active campaigns to increase public awareness and support of libraries.

The statement was developed by the LAMA Public Relations Section and the Director of the ALA Public Information Office. It was approved at the 1981 Midwinter Meeting by the PRS Executive Committee and the LAMA Board of Directors.

End of Section