

1. The Chair of the Library Board is the official spokesperson for the Board; the Director is the official Library spokesperson.
2. The Marketing Coordinator serves as media liaison for the Board and Administration whenever official media statements are required pertaining to library policies and procedures or positions on system-wide issues.
3. The Marketing Coordinator is responsible for all contact with local newspapers, regional magazines, professional journals, and radio and television stations. The Marketing Coordinator keeps the local media informed on a regular basis regarding local programs and services, building projects and other local library topics.
4. The City and County Branch Managers are responsible for establishing and maintaining positive relationships with local media representatives.
5. The Marketing Coordinator shall coordinate publicity involving system-wide programs, services and special events, which have system-wide appeal.

Reviewed and approved by the Chattahoochee Valley Libraries Board on January 16, 2014