



# PUEBLO CITY-COUNTY Library District

www.pueblolibrary.org

## Library Programs and Public Relations

### 03.07.03 Communications

The CRO, with guidance from the Executive Director, has primary responsibility for communicating all information pertaining to the operations and activities of PCCLD. This is accomplished through the variety of communications tools currently available, as well as new communications technologies as they are developed.

Communications meeting any of the following criteria must have approval from the head of the of Community Relations department or his/her designee:

- communications bearing the name or logo of PCCLD;
- communications paid for with PCCLD funds;
- communications publicizing PCCLD activities intended for distribution to the public;
- communications with members of the press concerning PCCLD activities

This includes:

- publications, including (print and electronic, including online publication through social media and other websites);
- print and broadcast advertising;
- photos, audio and video used to represent PCCLD to a mass audience or in any materials covered by the communication policy;
- press releases, media releases, and general correspondence with members of the press.

This does not include:

- regular internal communications,
- general correspondence (written or electronic).

The Executive Director may waive these requirements for certain projects.