

Diana Friend Bio

“The stories you want, the information you need and the connections you seek” is the mission of the Topeka and Shawnee County Public Library. This summarizes the “library brand” and reflects the three decades of communications and management expertise Diana Friend brings to the job as its Communications and Marketing Manager. She is a master at framing the message, telling the story and making the connection with her audience. Since the first yards of concrete were poured for the new library, she has helped build the reputation of this 21st century, four-star rated library into “the crown jewel of our community.” Friend has been recognized as an award-winning journalist at Kansas Farmer magazine and has made the connection between business and legislators as the director of communications of the Kansas Chamber. She has been a leader in and advocate for professional organizations including IABC, PR Society, ABWA Career Chapter, Women in Communications, Public Library Association and Library Leadership and Management.”