

ROSEVILLE PUBLIC LIBRARY

Public Relations Policy

In recognition of the Roseville Public Library's responsibility to maintain continuing communication with present and potential users of the library's services and resources so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Roseville Public Library adopts the following resolution as a matter of policy.

The objectives of the Roseville Public Library's public relations program are:

- To promote community awareness of library resources and services;
- To stimulate public interest in and usage of the library;
- To develop public understanding and support of the library and its role within the community.

The following means may be used to accomplish these objectives:

1. The Roseville Public Library Director shall have the responsibility for coordinating public relations and public information activities. All publicity about the Roseville Public Library shall originate within the Library.
2. Surveys of the community shall be made every three years, or as needed, to develop the library's long-range plan to assure responsiveness to the interests and needs of all citizens. The long-range plan will be evaluated annually and changes will be made as needed.
3. Personal and informational group contacts shall be maintained with government officials, service clubs, civic organizations and other community groups by the Roseville Public Library staff and Library Commission members.
4. Local media shall be utilized to keep the public aware of and informed about the resources and services of the Roseville Public Library.
5. Newsletters, brochures, and other promotional materials shall be produced and distributed through regular mailings and other effective methods of reaching the public.
6. The Roseville Public Library may sponsor programs, classes, exhibits and other library-centered activities to fulfill the needs of the community for educational, cultural, informational or recreational opportunities.

7. Joint sponsorship with external groups (not including city sponsored organizations) is not permitted since such cooperation invariably signifies endorsement of the group by the Library to the public (and thereby possibly ostracizes other groups or organizations).
8. Training sessions, workshops, and other aids shall be made available to library staff members to assure courteous, efficient and friendly contact with library patrons and the general public.
9. In an emergency situation, the Library Director is responsible for all official statements to the public and media; in the absence of the director, statements will be made by his/her designee who has been placed in charge of the library. In the event that the library has to close due to an emergency situation, the individual in charge will notify other city departments and/or the media.

Adopted by the Roseville Public Library Commission on October 11, 2004
Reviewed 6/12/06
Publicity policy and Public Relations policy revised and merged 9/8/08