

Publicity / Communication

- It is the policy of the St. Paul Municipal Library Board to market the St. Paul Municipal Library to the members of the community. Marketing activities should be undertaken to make aware and encourage people of all ages to take advantage of the services provided by the Library.
- Such activities will be the specific duties of the Publicity Committee with all Board members and staff also responsible.
- Activities to be considered are:
 - Liaison person - Media, schools
 - Advertising
 - New acquisitions
 - Special events
 - Support for other community groups
 - Summer program / regular programs
 - Services
 - Radio / Newspaper / TV
 - Bookmarks
 - Facebook/social Media
 - Media Campaign
 - Participate in community events
 - Community Awareness night
 - Parade
 - Membership Drive
 - Participate in
 - Alberta Book Festival
 - Book Week
 - Canada Reads Day
 - Festival of Words
 - Literary Week
 - Family Literacy Day
 - Freedom to Read Week
 - National Library of Canada
 - Town Council Presentation
 - Lobby
 - Host NLLS workshops / meetings when requested.

Date Approved: 06/20/95

Date Revised: 06/04/97

Date Revised: 10/28/10