

VIKING MUNICIPAL LIBRARY  
POLICY MANUAL  
**LIBRARY SERVICES**

Prepared by: Sandra Nietfeld

Board Approved - March/01

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**11.0 COMMUNITY RELATIONS**

**11.1 Advertising**

The Board of Trustees recognizes that the library is a public facility and therefore will accept for display/announcement items of community service

11.1.1 The library will display items promoting literacy

11.1.2 The library will display items, whenever possible, which promote local artists and hobbyists

11.1.3 The library will not display items of:

- a) controversial nature
- b) political nature
- c) biases materials / materials promoting hate groups
- d) items generally considered to be in bad taste for a public facility

11.1.4 A refusal to display certain material may be appealed to the Board of Trustees in writing. The decision of the Board is final.

**11.2 Promotional Activities / Advocacy**

Two of the major aims of the library's public relations program are:

11.2.1. To make civic officials and the general public aware of the library's goals, objectives and services, and to promote understanding of the above.

11.2.2. To encourage active participation by all people of all ages in varied services of the library.

Advocacy is the responsibility of the board as a whole. The advocacy policy should be so guided that the library becomes the forefront of the entire community. Activities which would support this policy include:

- a) letters from library supporters
- b) letters to the Minister
- c) letters to MLA, MP, Town Councilors
- d) presentations to Town Council, County Council
- e) participation at election time, making library issues known to candidates
- f) elicit support from the business community

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11.3 Marketing

It is the policy of the Viking Municipal Library Board to market the library to the members of the community. Marketing activities should be undertaken to encourage people of all ages to take advantage of the services provided by the library.

Activities to be considered:

11.3.1 Advertising

- a) new acquisitions
- b) special events, programs
- c) support for other community groups
- d) services

11.3.2 Media Campaign

- a) newspapers