

LIBRARY CO-OPERATION/PUBLIC RELATIONS POLICY

Last Approved: February 15, 2006

Revised: March 20, 2007, June 4, 2009, September 15, 2010

Statement of Purpose

The Library recognizes the value of local, provincial and national communities. It is vital to participate fully in these communities in order to raise awareness of services and resources, to keep abreast of new developments and to collaborate with the purpose of maximizing resources. The library services will be promoted and publicized whenever possible.

1. The Library endorses the concept of collaboration, communication and cooperation among libraries in the surrounding areas. The Library recognizes the needs of library service as supported by all levels of governments and will endeavor to keep abreast of current developments.
 - 1.1 Institutional Memberships in the following organizations will be obtained:
 - 1.1.1 Kootenay Library Federation
 - 1.1.2 British Columbia Library Trustees Association
 - 1.1.3 Trail & District Community Arts Council
 - 1.1.4 British Columbia Library Association
 - 1.1.5 Association of B.C. Public Library Directors
 - 1.1.6 Trail Chamber of Commerce
 - 1.1.7 Trail Historical Society
 - 1.2 One personal membership in the name of the Director and paid for by the TDPL, in the following organizations will be obtained:
 - 1.2.1 Canadian Library Association (if budget allows)
 - 1.2.2 American Library Association

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- 1.3 The Library will take advantage of the initiatives of the Provincial Strategic Plan for Libraries however possible.
2. Sharing resources and services with other libraries will be encouraged. However, it must be recognized that the library cannot perform the functions of school or other institutional libraries.
3. The library will cooperate with other community agencies and organizations to assist in meeting the educational, cultural and recreational needs of the community.
4. It is necessary to develop an understanding of the Library's requirements, objectives, and services between the TDPL and among governing officials, civic leaders, and the general public.
 - 4.1 Contact with municipal councils and staff will be maintained.
 - 4.2 Contact with the Regional District of Kootenay Boundary will be maintained.
 - 4.3 Contact with Area A and Area B will be maintained.

Public Relations

- 5.1 Library services will be publicized to encourage greater participation by the general public.
- 5.2 The Library Board recognizes that public relations involve every person who has any connection with the Library. The Board urges trustees and staff members to realize that they represent the Library in every public contact. Good service supports good public relations.
- 5.3 Library Board trustees and the Director are encouraged to give talks and to participate in community activities on behalf of the library.
- 5.4 Any major public news release that relates to the Library should be approved by the Chair of the Board in consultation with the Director and one other Library Board Member. A copy of the news release, along with its date, and approvals by all 3 persons, should be filed in the Library Board files under Public Relations - News Releases.

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- 5.5 A variety of communication outlets may be used to inform the public of library services offered including, but not limited to: radio, television, newspapers, Internet resources, websites, school newsletters and community newsletters such as that published by the Chamber of Commerce.