

## **LIBRARY PROGRAMS**

Red Deer Public Library strives to provide strong, creative programs for the general public at minimal or no cost.

Program activities may vary from simple events to more elaborate undertakings that may double as fundraisers or require co-sponsorship from other community organizations.

Programs are developed to strike a balance between areas of perennial or long-term interest and those of current interest.

Programs offered in the Library are approved by management.

Programming is viewed as:

- 1) a continuation of the library function of providing information, cultural and recreational services.
- 2) an integral part of the library's ongoing public relations effort to build a strong base of community support and as an opportunity to enhance the library's image within the community.
- 3) a means of attracting new people to the Library and a way to establish the "library habit" especially in children.
- 4) a vehicle to promote the Library's collection and to increase circulation.
- 5) a method of targeting significant issues and offering the Library as a place for lively debate and serious issues.
- 6) an opportunity to provide unique programs that focus on segments of the Library's collection and that avoid duplicating programs already offered in the community.

## CO-SPONSORED PROGRAMS

The Library recognizes that partnerships can be established with the business and educational communities, service clubs and local recreational and cultural organizations.

Co-sponsoring programs may offer the following advantages:

- 1) a sharing of the organization, promotion and physical tasks involved in programs.
- 2) increased resources including expert guest speakers.
- 3) increased media attention as co-sponsors share publicity responsibilities and “the burden of building an audience”.

Co-sponsored programs must meet the same standards as library developed programs in the areas of purpose, organization, publicity and execution.

Most often, co-sponsored programs will be undertaken with non-profit organizations or committees but from time to time partnerships with local business people may be developed in order to take advantage of subject expertise. Co-sponsorship with business people will be undertaken with the cooperation of their association or professional group. Where there is no professional group, no single business will be given exclusive co-sponsorship privileges. Solicitation for business will not be allowed within the program.

All requests for co-sponsorship must be made eight weeks in advance of the proposed program.

No meeting room charges will be levied at a program co-sponsor.