The publicity committee is responsible for informing everyone working in the library and/or appropriate audiences outside the library of changes, services, or events. The following policy explains how publicity will be distributed.

**In-House**

Some workshops, service changes, etc. are appropriate for in-house distribution only. The person responsible must send an email or a memo to all faculty and/or staff in the library. He/she is also responsible for placing the event on the library calendar or having the library administrative assistant do so.

**Campus-wide**

For services, workshops, or events that are appropriate for the entire campus. The person in charge of the event will send a message to the person designated (usually a co-chair) of the publicity committee who will edit the message and inform the library director before the message is sent out. These messages will be sent out in Messenger, the NSU Newsletter, or both. He/she is also responsible for placing the event on the library calendar or having the library administrative assistant do so. If appropriate, the library webmaster will display these messages on the library webpage.

**Community-Wide**

For events of interest to the general public, the person in charge will prepare a news release for distribution. The library director must approve the information prior to release. The designated member of the publicity committee will send the news release to the NSU News Bureau and this agency will distribute the item to the appropriate news channels. If appropriate, the library webmaster will display these messages on the library webpage.
Statewide/Regional

For events of interest to a statewide audience, Louisiana Libraries, LLA Academic Section Newsletter, LOUIS newsletter, and LA-ACRL Newsletter are the primary vehicles for librarians. For online distribution, LaLinc is the main resource. For archivists, the main organizations are Louisiana Archives and Manuscripts Association and Louisiana Historical Association.

Nationwide

For events of nationwide significance, the procedure will be the same as for community-wide distribution with these additions: American Libraries, Library HotLine, Library Journal, Society of Southwest Archivist quarterly, The Southwestern Archivist and The Society of American Archivists Newsletter, Chronicle of Higher Education, etc. If appropriate, the library webmaster should display this information on the library webpage.

Library employees who are involved in local, state, or national activities of interest to the library, campus, or community but not directly related to the library may publicize these activities on their own, with the permission of the library director.

Examples of events, activities, etc. that should be publicized:

*Births, deaths, marriages, or retirements involving library employees
Election or appointment to a state or national office
Publication of an article or book
Presentation at a state, national, or international conference
Honor or award
New databases or changes in electronic resources
Changes in library policies effecting external library users
Introduction of new services
New employee
Acquisition of an important item or collection
Events held in the library
Exhibits held in the library
Grants funded
Important visitor to the library
Facts, statistics, or other information deemed newsworthy by the library director

*These are reported to the library administrative assistant and announcements will come from the library director.