



WASILLA
PUBLIC LIBRARY

Policy

Number:
WPL-GSV-02

Effective Date:
1/1/2017

Subject: Co-Sponsored Programs in the Library
Approved by: Mayor's Signature

Prepared by: Library
Date:

1/25/2017

Purpose

The primary use of Wasilla Public Library (WPL) facilities is that of a public Library. WPL co-sponsors planned public activities in the Library which contribute to building a sense of community and provide opportunities for improving quality of life by providing access to programs designed to meet the educational, professional, intellectual, cultural and recreational needs of this area's diverse, rapidly growing population.

Regulations

Library co-sponsored programs may be conducted in cooperation with government agencies, educational institutions, civic organizations, and other organizations approved by the Mayor. To be considered for co-sponsorship, programs must be open to the public and available free of charge. The Library will not co-sponsor programs of for-profit companies or individuals selling a service. If a for-profit business or commercial business wishes to apply to present a program that supports the Library's mission and meets the criteria for co-sponsorship, information regarding the business may be provided to attendees; however, no attempt to sell goods or services may be made.

To be considered for co-sponsorship, qualifications of the presenter for the topic being presented must be submitted to the Library. The Library Director, User Services Librarian, and Youth Services Librarian are authorized to commit the Library to co-sponsor a program. The Library, or the City of Wasilla (COW), does not necessarily endorse the views presented in any co-sponsored programs. Nothing connected with the program may imply or explicitly state WPL or COW endorsement of the presentation or host organization.

Review Criteria for Co-Sponsorship Proposals

The following criteria will be used to determine co-sponsorship:

- *Supports the WPL Mission* – WPL is open to residents and visitors alike. The Library contributes to building a sense of community and provides opportunities for improving quality of life by providing access to a broad range of resources designed to meet the educational, professional, intellectual, cultural and recreational needs of the area's diverse, rapidly growing population.
- *Audience appeal* – The program or event has the potential to appeal to a diverse audience of a significant number of community members.
- *Cost to the public* – Programs or events that meet the above criteria and are free and open to the public.
- *Recurring programs or events* – Recurring programs or events may be sponsored for three months only, and must re-apply each subsequent quarter.
 - A recurring program is one that is scheduled over a long period of time and at regular intervals. For instance: daily, weekly, monthly, or quarterly meetings would be considered recurring.



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Proposals will not be considered for sponsorship if they fall under any of the categories below:

- Political campaigns, including programs or events that intend to influence the passage or defeat of ballot issues, city ordinances, or to promote candidates for political office.
- Religious programs that promote a single religious viewpoint over that of others.
- Content that advocates violence or intolerance.
- Content that advocates violation of Municipal, State, or Federal laws.

Benefits of Co-Sponsorship

When a program or event is accepted for co-sponsorship, WPL, at its discretion, may provide one or more of the following:

- *Use of Multi-Purpose Room(s)* – Co-sponsored programs or events will be treated as library programs and given priority in the scheduling of the Multi-Purpose Room(s).
- *Media/Advertising* – WPL may promote the co-sponsored program or event on the Library's website, calendar and/or social media.
- *Fees* – Co-sponsored programs or events will be treated as Library programs and no fees will be charged for the MPR use; however, the MPR Room Rental Agreement is still required.

Responsibilities of Co-Sponsorship

The responsible party will report the number of attendees to the Library after the program or event. Further information may be requested by WPL, such as a narrative about the success of the program in addressing the standards outlined in the Review Criteria for Co-Sponsorship Proposals, above.

General Terms and Conditions

- All aspects of the program or event must comply with the Library's Customer Behavior and Multi-Purpose Room Rental by the Public policies.
- The Responsibilities of Co-Sponsorship, above, must be followed.
- The Library is part of the City of Wasilla, and as such, the City of Wasilla's Media Request Policy is in effect, "All media inquiries, including television, radio, newspaper or other media, must be submitted to the Mayor's Office for review and approval."
(<http://www.cityofwasilla.com/departments-divisions/mayor-s-office/media-requests>, accessed 11/29/2016 12:46pm). The User shall not utilize media as part of the Event unless the Media Request Form has been signed and approved by the Mayor or his/her designee and special terms, conditions, or considerations are expressly provided for, in writing, as part of the approved Media Request Form.

Failure to abide by these General Terms and Conditions may result in a withdrawal of co-sponsorship and forfeiture of the opportunity for the organization/presenter/group, etc. to apply for co-sponsorship in the future. Wasilla Public Library and the City of Wasilla reserve the right to revoke co-sponsorship of a program or event at any time.

See also:

WPL-CUS-2 Customer Behavior
WPL-MNG-08 Multi-Purpose Room Rental by the Public
Multi-Purpose Room Rental Agreement
Multi-Purpose Room Rental Information