



Executive Director's Report March 2025

The major event for staff this month was our Staff Development Day. Our keynote speaker gave us advice on how to best deliver good customer service. We learned more about our organization through presentations from the managers about their departments and what they accomplished the past year. We also got to know each other better by playing trivia together. This day was a major hit. See what staff had to say:

“Loved everything- Ran smooth- food was great - Trivia was fun- overall great SDD”

“I've been to 3 staff development days now and am continually impressed and amazed at how informative and actually fun the day is! I appreciate all the thought and hard work that goes in planning and executing the day.”

RPZ Repair

Last month, the Board approved an emergency plumbing repair which required us to shut down the main water line to the building. This was a very successful project in many ways. We avoided more costly repairs by getting this fixed before a major water leak. Staff were re-trained on water main shut off and facilities staff worked with the Village of Palatine to install a new water meter while the water was shut down.



This photo shows the old rusted pipe that was replaced with stainless steel

Crisis Communication Plan

Management Team and communication staff were trained by a local expert on the attached crisis communication plan. This plan is in place to prepare us for any type of crisis. We wanted to share it with the full Board so you understand what will happen in a crisis. The Board president plays an important role as the voice for the Library during a crisis, so all Board members should have some knowledge of the plan. The Board president and vice president will receive additional training on the plan after the election of new officers. They will also participate in tabletop scenarios with the management team and communications staff to practice the plan. The more prepared we are in a crisis, the better we will respond.



Parent Mentors

Branch Manager Lupe Colin has been working with a group of Parent Mentors at the CRC (Community Resource Center). Parent mentors are Spanish-speaking parents who receive training through CRC and assist teachers in District 15 classrooms. Through this partnership with POC (Partners for Our Communities) and District 15, the Library offered Parent Mentors an opportunity to get to know the Library better by creating a cookbook. They learned about different aspects of the Library when creating the book, and the final product was printed and assembled in The Workshop. They shared their culture and food with us, and these new relationships that we formed will help us reach families in District 15 schools and POC.



Director of Community Services



We have been gradually adjusting and adding staff to better support our outreach efforts and goals. This month, we announced the hiring of Kathy Burns, long-time Youth and Teen Manager as our new Director of Community Services. She will oversee the Member Services, Branches, and Outreach departments and act as a community liaison. Kathy actually got her start at Palatine Library as a school outreach librarian, and we are excited to grow her outreach even further.

Note: I have included an updated organization chart in your packet so you can see how these changes work.

Staff You Should Know



Chris is a Workshop Specialist. He loves 3-D printing and will give a full workshop tour to anyone who will listen. He is great at making people comfortable with workshop technologies, but you don't have to take my word for it, see what members and coworkers have to say about Chris:

“his exceptional assistance... and follow up with personal communication. His knowledge, professionalism, and attention to detail were truly impressive. I greatly appreciate his dedication and wanted to share my positive experience. Thank you for fostering such excellent service.”

“Thanks for taking on the set up for our department tour this year!”

“Chris from the workshop was very knowledgeable and friendly. He helped me complete a project with the laser cutter. I am happy with the results and appreciate his patience and friendly attitude.”

“Thanks for all the help with the upcoming D&D session. The resources you were able to print out for me are fantastic and will help make the session so much more immersive for our members.”

Calendar

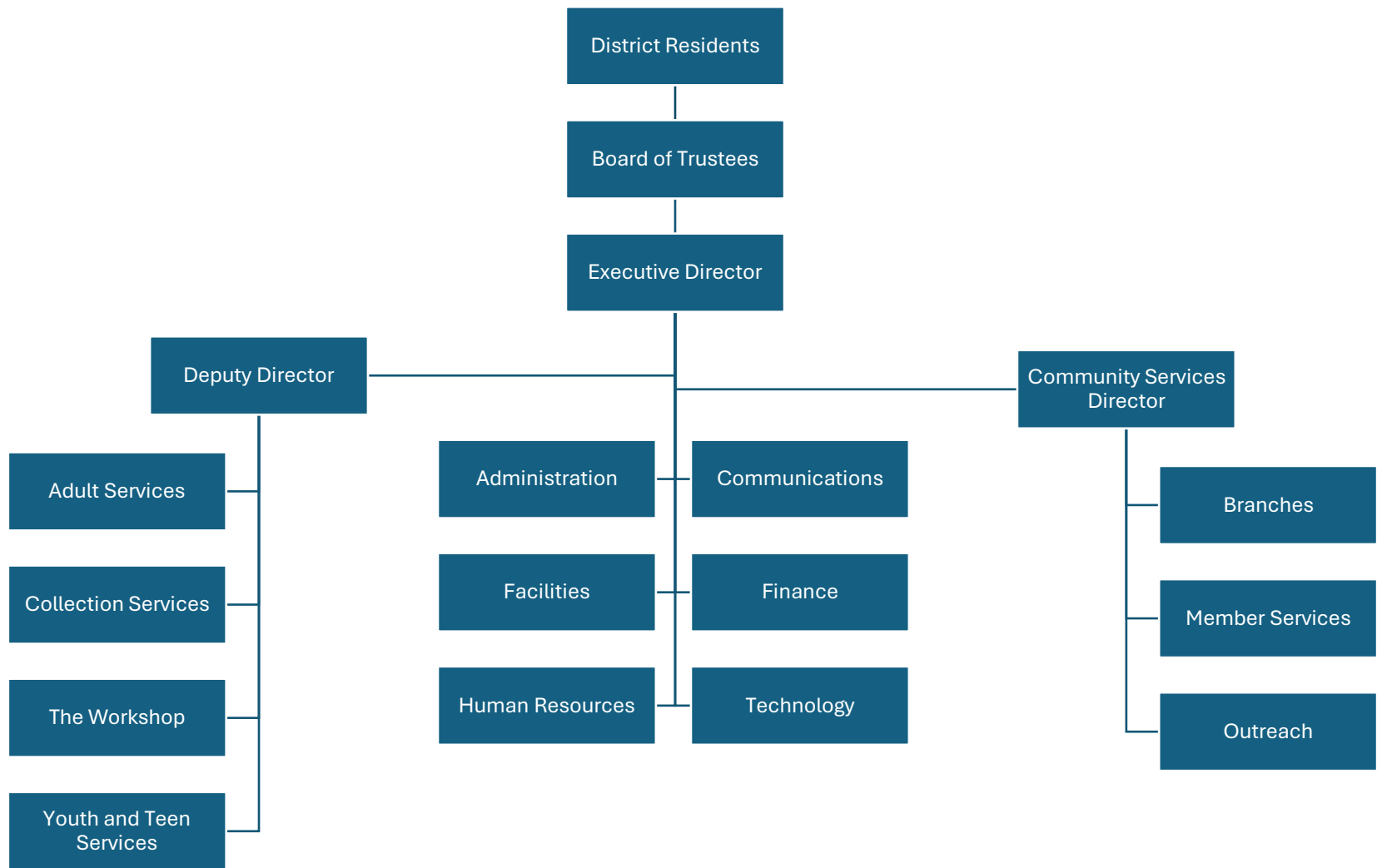


- HR Source Exec. Peer Hub 2/12
- POC Marketing Comm. 2/14
- HR Source Library Directors Hub 2/18
- Rotary 2/18, 2/25, 3/4, 3/11
- Architect Tour 2/20
- Rotary Allocations Event 2/20
- Staff Development Day 2/21
- Foundation 2/27
- Parent Mentors 3/7

Employee Milestones



Natalie LaRocque celebrated her 5-year anniversary.



WINTER READING Challenge 2024



2024 WINTER READING REPORT



Prepared By:
Paloma Linares

EXECUTIVE SUMMARY

This year's Winter Reading Challenge wrapped up the celebration of our centennial. We asked the Palatine community to complete the reading goal of 12,000 books, and the community did not disappoint, logging a total of **13,611 books**. By meeting the goal, our sponsors, Napleton's Palatine Subaru and Palatine Bank & Trust, agreed to donate \$500 each for the Palatine Historical Society. Members logged 195 more books, there were 150 more registrations, and 217 more members completed the program.

Programming for members continued to be a success as well. Two popular programs were repeated: the Gingerbread House decoration (156 attendees) and the Model Train display (274 attendees). We also tried out new programming and received positive feedback on our Toy Exchange (180 attendees) and Dungeons and Dragons (24 attendees) programs

"I just wanted to write you a note and thank you again for running the game tonight. It was really fun to play it and you did a great job! I hope you keep DMing (the voices were great) and if I get another Thursday free I'd gladly jump in on another of your games!"- DND participant

In addition, The Workshop was as busy as ever with holiday gift-making.



**Rough estimate for Holiday Menu:
80 Mugs completed
32 Tumblers completed
214 Wood Ornaments completed
180 Sublimation Ornaments completed
80 3" Buttons or Magnets completed**

Through the collective efforts of the Youth and Teen Services Department and the Communications Department, we saw the impact of marketing. From November to December, the Youth and Teen Services Department visited 22 classrooms, including two family nights, reaching over 682 students and parents. Our staff was able to promote library services, the reading program, and upcoming events. The decorations throughout the Library were very popular and received many positive comments.

"The decorations are fantastic. Jean did a wonderful job on the snow flakes...she should teach a class. I'd sign up. Thanks for creating a colorful, beautiful environment."

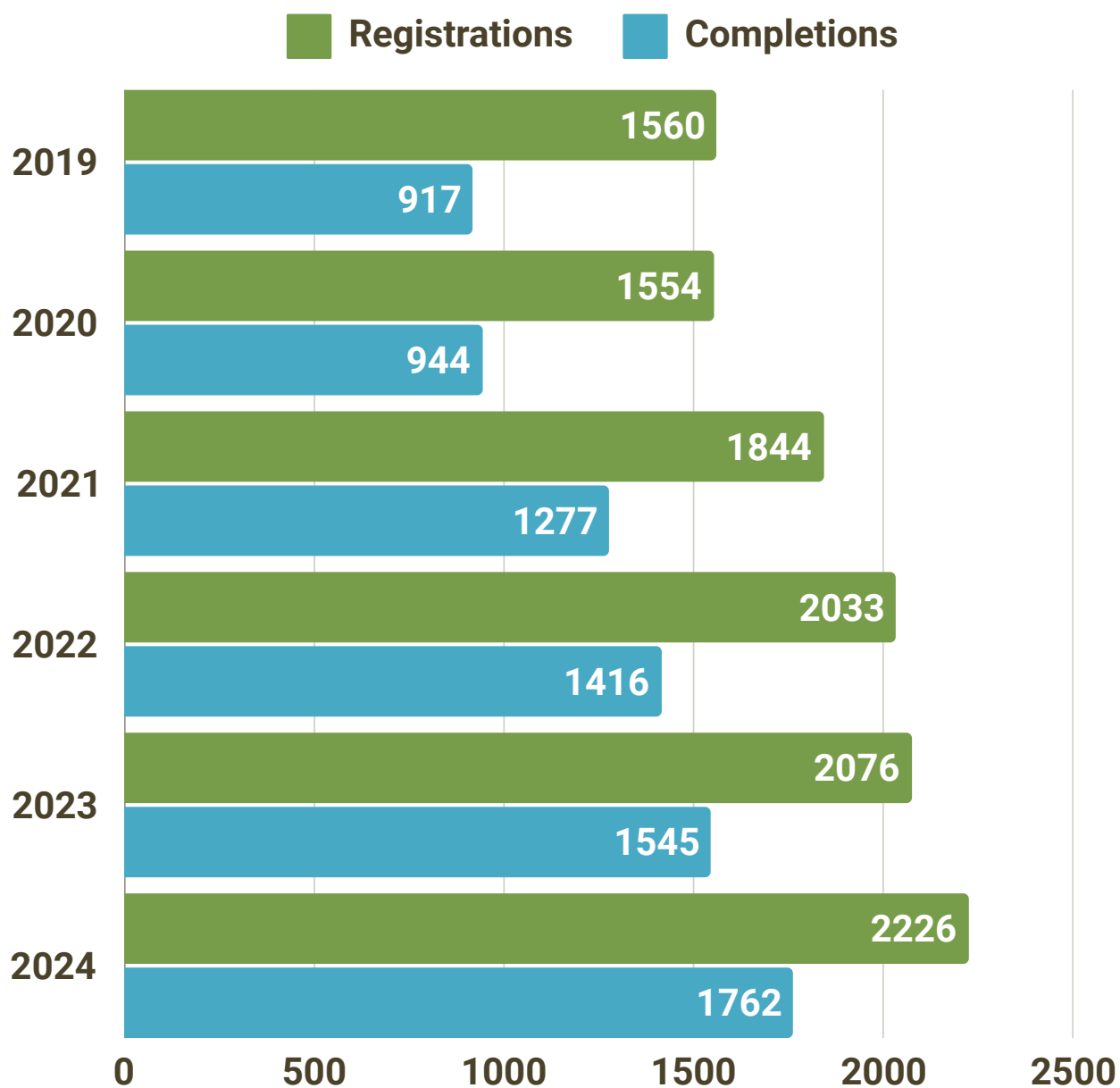
"We just wanted to take a moment to express our gratitude for the amazing job you did in beautifying our Library with those stunning decorations. Thank you so much!"



Working with the Palatine Historical Society on this project has generated mutual appreciation and interest in future partnerships. We collected warm weather items for the POC clothing closet, and at the end of the program some of the decorations were donated to the Historical Society and other are given to local community organizations. Napleton's Palatine Subaru and Palatine Bank & Trust, are grateful as well for the goodwill they are able to create in the community.

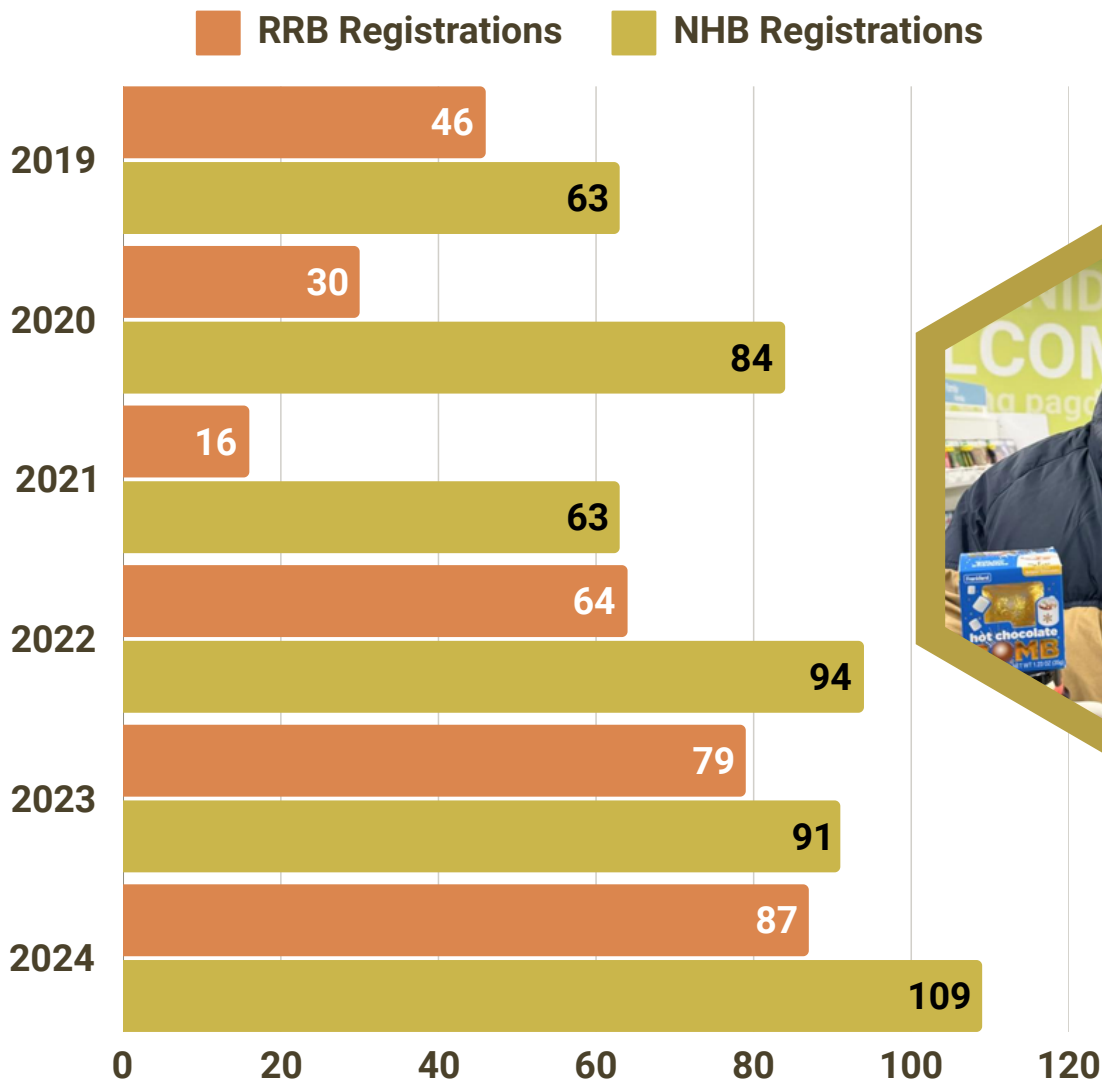
THROUGH THE YEARS

Since 2020, Winter Reading has seen a steady increase in member registration along with an increase in members who are completing the program. This year, we had the highest number of registrations and completions.



BRANCH REGISTRATION

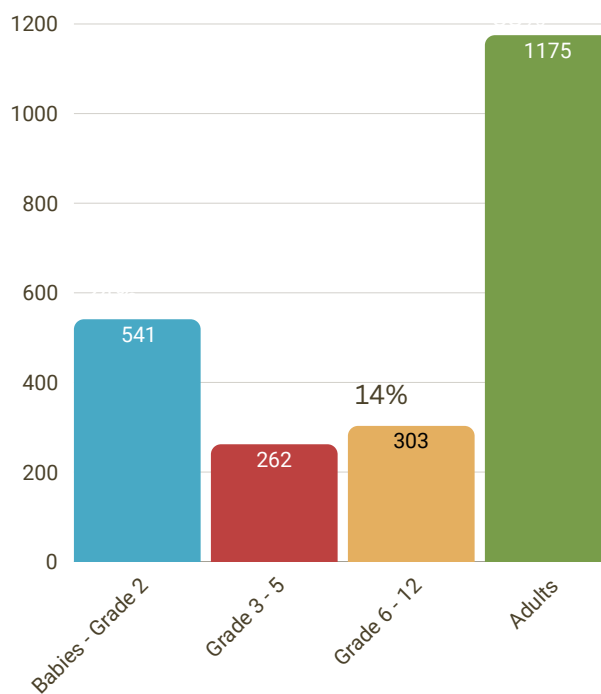
There was a bit of fluctuation in registration for the Branches during Winter Reading. For 2024, we saw the greatest numbers in registrations for both the North Hoffman and Rand Road Branches. As we look at this year's data, we need to consider that the Branches had one less day of registration than Main because the program started on a Sunday when the Branches were closed.



REGISTRATION TRENDS

In terms of how members sign up, 90% are still coming into the Library to register in person. Only 5% register via a personal computer and 4% through mobile.

Adults carry the majority of the registrations at 53%. Birth through grade 2 sit at 24%, equal to last year's percentage. Grades 3 – 5 made up 12% of our registered members, and 14% of registrations were from grades 6 – 12. For this year's challenge, we moved grade 6 up a category to align with Palatine school district changes. This change created even more registration for grades 3 – 5 and grades 6 – 12 compared to last year.



2024

COMPLETION TRENDS

The Winter Reading Challenge has seen a consistent upward trend in completion rates. This year, we surpassed previous years with a completion rate of 79%. While the completion prizes are always a nice touch as a reward, many members comment about wanting to log more books to help with the community goal. Kids and adults feel a sense of community and helping one another by reading. We included a goal tracker on Beanstack this year so members could keep track at home and at the Library.



2019: 59% Completion Rate



2020: 60% Completion Rate



2022: 70% Completion Rate



2023: 74% Completion Rate



2024: 79% Completion Rate



Palatine Library District Crisis Communications Plan

January 2025

I. Introduction

Plan Purpose: The Palatine Library District (PLD) Crisis Communication Plan outlines the Pillars and Principles of Effective Crisis Communications, as well as goals to reach the widest audience possible during a crisis. The overarching objective is for the organization to immediately obtain and maintain control of the crisis **Narrative [Appendix 3]**, and to establish the PLD at the inception of a crisis as *the information source* by providing quick and timely information about the situation and following that with consistent updates and messaging for the duration of the crisis.

Definition of a Crisis: Crises include – but are not limited to – natural or manmade disasters, public health emergencies, attacks against the PLD, its staff members or elected officials, a variety of scandals, an uprising from stakeholders or other members of the public, cyberattacks, safety issues, and other situations that can erode the public trust and confidence in the PLD.

Scope and Applicability: This Plan applies to all PLD employees involved in communications, either directly or indirectly, during a PLD-related crisis, as well as any other organization connected to the situation.

II. Objectives of Crisis Communications

- Protect the public’s health, safety, and welfare.
- Protect the image and reputation of the PLD.
- Establish the PLD as the information source during a crisis; accomplished through the following:
 - Disseminate communications in all channels/mediums possible, both internally and externally, as expediently as possible once a crisis becomes known.
 - Establish a consistent flow of timely/accurate information, always including when the next update will be given for the duration of the crisis (when appropriate/applicable).
 - Mitigate misinformation and rumors by monitoring PLD communication channels and the news media. As immediately as possible, provide the facts and/or correct erroneous information (again, through all channels/mediums possible).

- Reply to questions from stakeholders, the public, and the news media by publishing timely updates through all PLD communication channels. For the news media, send information to the media distribution list every time there is an update on the crisis.
- Maintain trust and transparency with stakeholders, the public, and the news media through all of the above.
- Ensure a return to normalcy as soon as possible. If the crisis damages the PLD's reputation, take steps to rebuild trust with stakeholders and the public through communication, transparency, and other actions as determined by its leadership.

III. Crisis Management Team (CMT)

Key Team Member Roles and Responsibilities:

Crisis Manager: PLD Executive Director (ED), with support from PLD Assistant Director (AD) and final approval from LPB; overall role(s) is/are to oversee operations and high-level decision-making related to the management of crisis communications. Additionally, both the ED and AD, with weigh in from the LBP, should be involved in the development of the situation's narrative through initial (and ongoing) **War Room Meeting(s)** [Appendix 4], which should always include the PLD Communications Manager (CM) and another PLD staff member(s) who can contribute to communications about the unique situation. This group should normally be limited to approximately five (5) or fewer individuals (including the ED, AD, CM and LBP).

Public Information Officer (PIO): The CM, with support from the PLD Communications Team. Once the narrative is agreed upon by CMT through the initial War Room Meeting, the CM should allocate responsibilities to the Communications Team and manage the overall dissemination of information to the public through all accessible communication channels.

Liaison Officer: ED, with support from AD – should coordinate with external agencies, when applicable/appropriate (e.g. police, fire, health departments, or other organizations that have a direct link to the crisis).

Contact Information for Public Organizations who Serve Palatine Library District | name | phone/cell | email:

- Police Departments:
- Fire Department/Fire Protection District(s)
- Villages:
- Cook County Health Department:

Technical Advisors: Any individuals who can provide specialized expertise, as needed or necessary (e.g. information technology, legal representation, crisis communications consultants, etc.) based on the unique crisis and a need for advisors/additional support.

Contact Information for Technical Advisors | name | phone/cell | email:

- Attorney:
- Insurance Company:
- Disaster Recovery:

- Technology (outside):
- Crisis Communications: Melanie Santostefano | 312-719-2332 | melanie@vicariousmm.com

IV. Risk Assessment and Preparedness (recommended)

The PLD should host a yearly Crisis Communications Training “Refresh” or tabletop exercises to ensure all team members (including new staff members hired since the previous training) are aware of communication protocols and the flow of information/team responsibilities in a future crisis.

Resources and Tools: Annual review of the PLD Crisis Communications Plan, and practice of mock scenarios on a quarterly basis.

Media Monitoring Tools: Ensure that Google Alerts are set up so notifications of any news stories involving the PLD are sent via email to key team members (ED, AD, CM, PLD Communications Team). In addition, at the onset of a crisis, be sure to update and add to terms that Google Alerts will search for relative to the current crisis situation.

Emergency Communication Systems: As mentioned in **Section III – Public Information Officer (PIO)** the CM, in anticipation of any potential crisis, should establish strong relationships and connections with local first responders and communicators/PIOs with taxing bodies that serve stakeholders. Also, consider training opportunities with these entities – such as including their representatives in the yearly Crisis Communications Training “Refresh” if desired by PLD Leadership.

Training and Drills: Schedule regular simulations and training sessions (as mentioned in **Section IV – Risk Assessment and Preparedness**, both internally, and with representatives from external agencies and/or organizations when deemed appropriate/necessary.

V. Communication Protocols

Activation of the Plan: The PLD Crisis Communications Plan is activated as soon as the organization becomes aware of a crisis.

Information Flow: The first flow of information starts internally to ensure all PLD staff members/PLD Board Members (elected officials) are made aware a crisis is happening. Additionally, staff members and elected officials should be provided with the initial **Pre-Planned Responses [Appendices 6 and 7]** so they are aware of what to say (and not to say) at the onset of a crisis and for its duration. These statements are valuable if anyone other than the ED is contacted by stakeholders or members of the news media, either at work or during their personal time (while in the community).

As mentioned in **Section III – Crisis Manager**, the individuals included in the initial War Room meeting must gather (in person, on the phone, or virtually) to develop and agree on the initial narrative/communication at the onset of a crisis. Ultimate approval of messaging must be given by the ED and LBP, with support from the AD.

******When a situation is deemed a crisis, the initial Pre-Planned Response should be published on all available communication channels to establish the PLD as the information source – and the ED as the spokesperson – related to any/all information

about the crisis. The **United Front Principle [Appendix 5]** is vitally important to maintain control of overall communications; staff members and elected officials must understand the ED is the only individual who can speak publicly about the crisis, and if they are reached out to or approached by any member of the public or the news media, only the Pre-Planned Response can be shared and they should direct individuals to the PLD website for any future updates.

As the crisis unfolds, it is crucial to keep all PLD staff informed about any developments or communications approved by the War Room Group for public release. Staff should also be made aware of how to respond to questions, especially if the response differs from the Pre-Planned Response. The narrative response is the responsibility of the CMT, and dissemination of this information to staff is the responsibility of the CM, under the direction and ultimate approval of the ED.

Assessment: The War Room meeting is the first opportunity for the limited CMT group to gather and verify facts of the situation to begin to develop the narrative – after the initial pre-planned response is published on all channels. This group should hold ongoing meetings to continually assess the situation, based on the flow of new information that can or cannot be shared.

Approval: Final approval of all messaging shared with the public (and its timing) must be given by the ED, with support from the AD. The ED, along with the AD and CM, should ensure final draft messages address the **5 C's**: Showing **concern** when appropriate, **commitment** to improvement/prevention of future similar incidents, showcasing **competency** that the organization is capable of managing the current situation and showing **clarity** in all communications with vetted and factual information (only), all of which helps to create a sense of **confidence** in the PLD.

Dissemination: It is the responsibility of the CM to release information through approved channels or allocate that duty with approved messages to members of the Communications Team.

VI. Communication Channels (including recommendations)

The PLD Communication Channels to use during a crisis include:

Website: The website should be the epicenter of all communications during a crisis. Stakeholders, members of the public, and the news media should be led back to the website from all other channels for updates and information related to the crisis.

Social Media Platforms: Utilize all current and available social media platforms, including Facebook, Instagram, TikTok, YouTube, Flickr, X and Nextdoor.

Enewsletter: Share links to any previous communications that contain updates on the PLD website, along with signup information when sharing crisis messages. ****Links to Enewsletter communications should be shared on social media channels, along with subscriber sign-up links for all crisis updates.**

Self-Publishing Platforms: Any press releases or public statements published regarding a crisis should additionally be self-published (by the CM/Communications Team) on the [Daily Herald](#) and [Patch.com](#) websites.

Communication Partners: PIOs with local taxing bodies that also serve PLD stakeholders (Villages of Palatine and Hoffman Estates, City of Rolling Meadows, Palatine and Wheeling Townships, School Districts 15 and 211, and Palatine Park District) should be invited to form a “PIO Communication Group” to leverage messages through communication channels in the event of a crisis – with a common agreement between all organizations that crisis messages will be shared if/when needed/requested.

Traditional News Media: These include print, radio, and television, which should be included in the PLD news media distribution list. News media members who are not on that list for outreach during a crisis should be added to the list **immediately**.

**** CM, with support from the Communications Team, should regularly reach out to the media list with the goal of strengthening relationships in the event of a crisis. More below in Section VII - Media Relations.**

Neighborhood notifications (text alerts, phone calls) – for a full-scale situation, the Villages of Palatine and Hoffman Estates and the City of Rolling Meadows have the capability to provide text alerts or phone calls to residents if the situation rises to the level of a public health, safety or welfare crisis.

VII. Media Relations

The CM is responsible for cultivating and strengthening relationships with the news media. Regular contact (minimum bi-yearly) should be maintained with individuals on the PLD News Media Contact List, to ensure it is up to date and there is a connection established in the event of a crisis when the news media can help leverage messages from the PLD. Regular outreach to the media ensures that lists are updated, and new employees at the different news outlets are added to the list (emails to individuals who have left the organization may include contact information for their replacements).

News Media Contact List: CM must maintain an updated list of media outlets and reporters. During a crisis, it is important for the CM, or a member of the Communications Team, to add any “new” news media members (not on current lists) to the contact list on an ongoing basis as a rule.

Press Conference (PC) Protocols: [Short/Long Form PC Checklist \[Appendix 8\]](#)

VIII. Public Feedback and Engagement

Before a crisis takes place, the PLD should ensure there are multiple ways to receive feedback from stakeholders. These Community Feedback Mechanisms can then easily be accessed when/if needed, and include:

- Create an extension that contains a pre-recorded message on where communications can be found regarding a crisis or create dedicated email for questions and/or concerns regarding a crisis.
- Tools to create online surveys to assess public sentiment during/post crisis including Survey Monkey and Microsoft Forms. Note that surveys are also (available free through the public agency Nextdoor page.
- In-person engagement with stakeholders once a crisis is deemed to be over, by continuing an open dialogue and sharing of information to rebuild trust, when necessary.

IX. Evaluation and Updates

Post-Crisis Review:

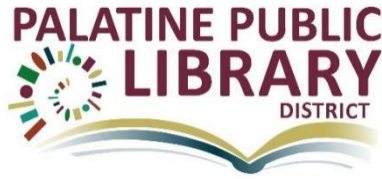
- Once a crisis is deemed 'over' – the PLD CMT should seek internal feedback on the overall response from PLD staff members through a survey or other mechanism. Additionally, the War Room Meeting group should meet (having gathered staff feedback before the meeting) to assess the effectiveness of communication efforts and strengthen future crisis responses and processes.
- Document lessons learned – highlight strengths and admit shortcomings.
- Crisis Communication Plan Revisions After Review: This Plan should be treated as a living document, and should be updated regularly based on feedback, new risks, the addition of new communication channels, and learning about strong or weak crisis responses that take place with other organizations who either receive news coverage or the PLD is aware of through other avenues/channels.

X. Appendices 1 – 8

Attached

1. Abbreviations for (Core) Crisis Management Team
2. Pillars and Principles of Effective Crisis Communications
3. Definition of Narrative
4. Definition of War Room Meeting
5. Definition of United Front Principle
6. Pre-Planned Response (internally shared with staff and elected officials)
7. Pre-Planned Responses (examples of what can initially be shared with the public)
8. Press Conference Checklists (short and long form)

-End-



Appendices | Palatine Library District Crisis Communications Plan

January 2025

Appendix 1 – References (acronyms) for Palatine Library District (PLD) Staff Members Included in Plan:

(Core) Crisis Management Team (CMT)

- Executive Director (ED)
- Assistant Director (AD)
- Communications Manager (CM)
- Library Board President (LBP)
- Up to one other individual who can contribute to the overall crisis narrative

Pillars and Principles (Overview)

Appendix 2 – Pillars and Principles of Effective Crisis Communications: At the onset of a crisis, individuals involved with developing the PLD narrative must take a step back and look at the situation from a 360-degree perspective – meaning, take into consideration not only the crisis itself and how the PLD perceives it but also how it may/will be perceived by stakeholders, the news media and the public at large. It is important to use the following Pillars as guides to how the PLD will position itself, and how it will communicate with the public, in addition to its overall demeanor at the onset and for the duration of any crisis.

Always act with **1) honor** (respect) for individuals who seek the truth/information, even though they are reaching out to you at a time that is most certainly hectic, unsure, and challenging, **2) humility** through providing the utmost in transparency, even if the details are less than positive or unbecoming to the PLD, **3) gratitude** towards stakeholders for following your crisis communications and messages by continuing them, and for any individual or group who helps to leverage crisis messages from the PLD, **4) grit** to do what must be done, despite it being challenging, even if it means admitting faults or sharing details that are unbecoming to the PLLD, **5) faith** in your team, your processes and the messages you choose to disseminate, and **6) forgiveness** for any mistakes or missteps made during a crisis, and instead, focus on continual improvement and learning of lessons to incorporate in this living document. In these cases, the best practice is to admit, address, and move forward.

Plan Definitions/Pre-Planned Responses/Press Conference Checklist

Appendix 3 – Narrative: The narrative of a crisis involves shaping how the situation is understood, perceived, and addressed. A clear and compelling narrative helps

stakeholders to make sense of the crisis, while it also builds trust, and guides the response in the most effective way to guide overall public perception.

Appendix 4 – War Room Meeting: This meeting should take place as immediately as possible once the PLD is aware of a crisis. It is a “meeting of the minds,” meaning it should include individuals within the PLD team who can bring critical information and solid decision-making/judgment to the table (in addition to the Core Crisis Management Team, consisting of the ED, AD and CM). The number of individuals included in this group should be limited, and include those who will challenge and discuss/debate the messaging intended to update the public for the very first time, as well for the duration of the crisis, to ultimately protect the image and reputation of the PLD, and position it as the information source through solid, timely and accurate communications for the duration of the crisis.

Appendix 5 – United Front Principle: There is only one defined spokesperson (ED) who will share information publicly, including responses to stakeholders, the general public and/or members of the news media. There is only one message shared at a given time if individuals other than the ED are reached out to with any questions. All team members must be reminded the only statements they can make are those provided to them by the CM, after approval and consensus from the CMT, at the onset of a crisis or other challenging situation, along with any other subsequent updates or statements that are approved and shared to staff members.

Appendix 6 – Pre-Planned Responses for Internal Staff/PLD Board members (elected officials): The first and most immediate communication, once a crisis is known to the PLD, helps to establish control of messaging if this is done expediently. See the examples below for responses to news media questions. Further instructions are provided in **red font** below.

Shared internally with all PLD staff/elected officials, supporting United Front Principle (One Spokesperson-One Voice-United/Consistent Message(s) in response to news media requests:

“The Palatine Library District has a policy in place for questions from the news media, and I am not the spokesperson – that person is our Executive Director. I will provide your question to her, and you will receive a follow-up response as soon as possible.”

****Individuals who receive questions from the news media must get email address from the requestor and provide that to CM to add to news media distribution list.**

Shared internally with all PLD staff/elected officials, supporting United Front Principle (One Spokesperson-One Voice-United/Consistent Messages) in response to questions from stakeholders or other members of the public:

“Thank you for your question(s). This is an evolving situation presently, but I can direct you to our website which is palatinelibrary.org where information about this situation will be shared, and also invite you to follow our social media pages or subscribe to our Enewsletter to receive any future updates. Links to our social media pages and our Enewsletter signup can easily be found on the website. Thank you for reaching out.”

****Links to all communication channels (social pages, Enewsletter signup) should be prominently displayed at the top of the website so they are easily accessed by the public during a crisis (they are not currently, immediately visible).**

Appendix 7 – Pre-Planned Response for Public Dissemination:

Shared publicly (website, social media channels, Enewsletter, communication partners, news media) after (but as immediately as possible) internal Pre-Planned Response is provided to all PLD staff members and elected officials.

*“The Palatine Library District is aware of **this situation** and will provide information to the community and respond to any media inquiries to ensure the highest level of transparency. Due to the evolving nature of this **event/situation**, we are unable to provide specific details at this time but will publish any updates **no later than 5 pm today** on our website. Any updates will also be shared through PLD communication channels, including our social media pages and Enewsletter.”*

OR – if there is limited information that can be shared immediately – share it. The unique situation will dictate how much/if anything can be shared at the onset of a crisis. An example of a communication with a few details is provided below:

“The Palatine Library District is aware of concerns related to a patron who had an altercation with a staff member earlier today. Palatine Police are currently investigating and have this individual in custody. The Library is open, and police have confirmed there is no threat to the public. Please visit our website, follow our social media channels or subscribe to our Enewsletter to receive any future updates.”

****The website is where a press release or statement should always be published and where it should “live” – any updates after the first communications should be dated/with time stamp in the header [e.g. Latest Update: Monday, January 6 – 2:30 p.m.] and listed in order of the most recent update at the top. Additionally, list each communication channel name and links to them (social media pages, Enewsletter archive page (if it contains information about the crisis) and subscriber signup) so people can follow the channel(s) of their choice for updates – always link/direct them back to the website-which should be the “epicenter” of information during a crisis.**

Appendix 8 – Press Conference Checklist (short and long form):

Before a PC is held, all members of the news media that are on the PLD distribution list (at the time a crisis becomes known to the organization) should be sent a Media Alert to make them aware of the time and place of the PC, which should normally be held in the morning (if possible) no later than 10 am so that if the media wants to make their lunchtime news reports (mostly for television) they have time to gather the information.

Press Conference (PC) Checklist Short Form:

1. **Determine PC location/backdrop:** Make sure you provide a location that has enough space to accommodate the news media, and your speakers, and that

the backdrop (behind the speakers) is appropriate (PLD logo, emergency vehicles, flag, etc.)

2. **Determine who will speak/be in front of the news media:** Who is the individual(s) that will provide information and updates on the crisis? This will vary depending on the situation (i.e. Executive Director, Board President, emergency responders, other individuals who can contribute to the update – limited to five (5) individuals.
3. **Who will run/manage the PC?** The CM. There are many details to consider; podium and room set up, inviting the media, and ensuring the event runs efficiently (and doesn't run too long). It's important to end PC in a timely manner.
4. **The news media needs to be managed by the CM:** The media will continue to ask questions if given the chance; the CM/PC Manager must limit questions/announce when the event is ending (e.g. stating something along the lines of, "We have time for two more questions and then we must get back to addressing this situation for our community."
5. **A/V set up:** Ensure there are microphones for speakers, screens for any visuals to share (if needed), ensure the media can "hook in" for audio, if necessary. All of this should be tested before the press conference takes place and goes live.
6. **Create current media lists:** If news media you do not have on your current lists reach out, add them to your master media list immediately. This helps to eliminate individual follow-up questions/additional stress on your team re: information requests.
7. **Press Release:** Prepare a press release that reiterates information you plan to share in the press conference as a handout (emailed afterwards to your media list as well. Share on ALL platforms. Be clear on when updates will be shared/direct the news media to comms channels.

Press Conference Checklist Long Form:

A successful press conference involves planning before, during, and after the event.

The Why – What's the Reason?

1. A big, newsworthy story. Examples would be for life, safety, and public welfare.
2. New information relating to a big story followed by the media.
3. A statement on a controversial issue.
4. Announcement of something of local importance.
5. *Needs to be determined on a case-by-case basis – PC should not "inflamm" a story.

Location and Set-up

1. Well-known location, convenient for the news media.
2. Ensure "backdrop" fits the PC, i.e. major explosion with fatalities, it should be held at the Library or another location—appropriate background can include flags, Library logo (think about the background optics!)
3. Have enough chairs for the media you invited, extra for others who may show up.

4. Have a space at the back of the room for TV cameras, if possible, on a raised platform.
5. Ensure the light/sound systems are ready. Can the media “plug in” to microphone, etc.
6. Ensure a Wi-Fi connection is available, and you provide the password/way to access.
7. Include a podium/space at the front for individuals who should be a part of the PC – those who can contribute to narrative/story.
8. Prepare a “sign-in” sheet for news media.
9. Press release copies should be made available to the news media (emailed ahead of time as well – you want your organization’s narrative to be known).

Timing

1. Workday mornings are preferable (when possible) so reporters can meet deadlines.
2. Try not to compete with other events that could minimize news coverage (if possible).
3. Start on time — don’t keep the media waiting and maintain control of when it should end.
4. If vital information is shared prior to PC, embargo news release to prevent the media from publishing ahead of it. Distribute press release at the event/email after (immediately)

Materials

1. Press Release.
2. Presented by CM verbally and provided to the news media (printed out) list of PC participants and light bios, e.g. *Palatine Library Executive Director Melissa Gardner, who has been the Executive Director since July of 2024 after being promoted from Assistant Director after serving in that role since December of 2014. **Be sure to have each PC participant provide similar bio information to the CM and have them spell out their name for the media before they begin speaking.*
3. Copies of statements made by participants (should be prepared ahead of time).
4. If there is additional information that supplements the press release, put together a “press kit” which could include a high-level summary of the crisis, and/or fact sheets to support the PLD narrative relating to the crisis.

Inviting the News Media

1. Make sure (now) your media list is current, organized, and easy to access.
2. Give them as much time as possible so coverage is maximized. The moment a PC is planned, invite the media through a Media Alert.
3. Send a follow-up invite the evening/early morning before the PC if possible (depending on when the original invite is sent).
4. Consider providing general background briefings to news media prior to PC, without sharing all details.

5. In certain situations, you can offer “exclusive” angles on the story to key news media (those who cover the local area, e.g. Daily Herald, Tribune, Palatine Patch).

Preparing Speakers

1. Speakers should have information to contribute to the narrative.
2. Select strong speakers who are charismatic, articulate, and authoritative.
3. Brief speakers carefully on the main message of the event. Create talking points (and in some instances, how to answer questions when information can't be shared).
4. CM should role-play with PC speakers in advance of PC on how to answer difficult questions by holding a Pre-PC Meeting to brief them (if possible) and go over what can or cannot be shared.
5. Each speaker should limit their message to 3-4 minutes maximum.
6. Each speaker should share different information related to the main narrative – the message/story.
7. Make sure that each speaker makes one or two important points.
8. Keep statements short/simple, aimed at a general audience - avoid technical jargon, including any acronyms.
9. CM manages media questions after statements are completed.
10. Encourage questions from the media, but CM should be aware of when answers run long/are redundant and announce the last question when the narrative has been communicated sufficiently.
11. Speakers should keep answers short, reiterate the main message, and **not** introduce new information (any information that is not included in the materials provided to the news media).

After the PC: If the crisis continues to be an ongoing issue that will be updated (information that could not be shared at PC), let the news media know where follow-up information will be published (this should be published on ALL channels) and/or communicate when next PC/briefing will take place or when new information will be shared (if known).

-End-



Friends of Palatine Library Used Book Sale

Saturday, November 13, 2021, 9:30am-4:00pm
[Add to Calendar](#)

Location

[Palatine Library](#)
700 N North Ct
Palatine, IL
[Directions](#)

Price

\$0.00 to \$5.00 \$5 admission on Friday night

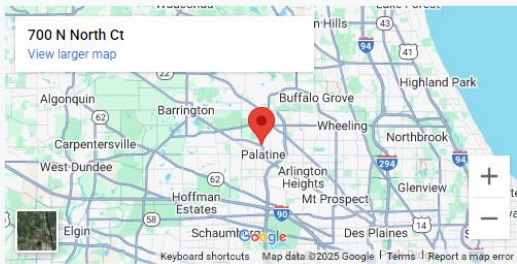
Description

The Friends of Palatine Library Used Book Sale is back! From Friday, November 12 through Sunday, November 14, browse through a wide array of rare and gift quality books, DVDs, and CDs and LPs at heavily discounted prices. The collection of books includes several genres from fiction, biography, young adult, comic books, and more. This selection of materials also has a special collection of art books from artist and Palatine resident, Nancy Fortunato. Sale hours: Friday, November 12, 6:00 – 9:00 p.m., Friends' members – No charge; Non-members – \$5 Saturday, November 13, 9:30 a.m. – 4:00 p.m., Free admission Sunday, November 14, 12:30 – 3:00 p.m., Free admission; Bargain day. All items are half price!

All proceeds from the sale benefit Palatine Library District. The Friends have been an affiliate of the Library for over 70 years; their sales support the Library in their annual Summer and Winter Reading programs and 1000 Books Before Kindergarten. Join the Friends of Palatine Library! A single or family membership is only \$10 a year. A membership grants you free entry on Friday nights during Used Book Sales during the term of your membership. Interested in joining? Apply at palatinelibrary.org/friends.

For more information, call 847-907-3600, x149 or email friendsofthepalatinelibrary@gmail.com. The Friends of Palatine Library is a 501(c)(3) organization.

The vision of Palatine Public Library District is to inspire connection, curiosity, and joy. The District serves approximately 90,000 residents predominantly within the communities of Palatine and Hoffman Estates.



Share this event



[Promote](#)

[Suggest Edit](#)

[Flag Event](#)

Forums slated for Barrington, Palatine, Schaumburg area candidates ahead of April 1 election



The public libraries in Barrington, Palatine and Schaumburg will host upcoming candidate forums moderated by the local League of Women Voters chapter for contested village board, school board, library and township races in those communities on April 1 ballots. *Eric Peterson/epeterson@dailyherald.com/2023*

Buy Photo

Several candidate forums are scheduled to allow voters in the Barrington, Palatine and Schaumburg communities to hear firsthand from those seeking elected office in the April 1 election.

The upcoming forums are organized and moderated by the nonpartisan League of Women Voters of the Palatine, Barrington & Schaumburg Areas. Due to limited capacity at all the venues, advance registration of attendees is required at lwvpalatinearea.org.

“Our League takes pride in facilitating informative, respectful and inclusive candidate forums,” said Camille Basak, co-president of LWVPBS-Areas. “The goal is to help candidates be seen and heard by their constituents.”

The candidate forum for Palatine Township Elementary District 15 board of education candidates is slated from 6:30 p.m. to 7:45 p.m. Wednesday, Feb. 26 at the Palatine Library, 700 N. North Court in Palatine.

Candidates for the Barrington Area Library board will meet from 1:30 p.m. to 2:30 p.m. Sunday, March 2 at the Barrington Area Library, 505 N. Northwest Highway in Barrington.

The forum for Barrington Area Unit District 220 board candidates is from 3 p.m. to 4:30 p.m. Sunday, March 2 at the Barrington Area Library.

Candidates for Barrington village board trustee are slated from 6:30 p.m. to 7:30 p.m. Tuesday, March 4 at the Barrington Area Library.

The League will hold forums for candidates in the nonpartisan race for the Schaumburg Township Elementary District 54 board as well as for the contested partisan races for the offices of Schaumburg Township trustee, assessor, highway commissioner and clerk on Saturday, March 8 at the Schaumburg Township District Library, 130 S. Roselle Road in Schaumburg.

The forum for District 54 candidates will run first, from 10 a.m. to 11 a.m.

A single forum for the offices of Schaumburg Township assessor, clerk and highway commissioner will be held from 11:30 a.m. to 12:30 p.m. It will be followed by a separate forum for the Schaumburg Township trustee candidates from 1 p.m. to 2:15 p.m.

All forums are run by trained moderators who don't live or vote in the jurisdictions they are moderating. All questions submitted in advance by registered attendees are vetted by a nonpartisan team to ensure they're fair.

"The League format and the use of trained moderators ensures that we deliver nonpartisan candidate information," said Gayle Banakis, co-president of the LWVPBS-Areas. "This helps voters become better equipped to select the candidate that aligns with their personal values and concerns."

2 to 3 p.m. Saturday, March 8

Read "Toys Go Out: Being the Adventures of a Knowledgeable Stingray, A Toughy Little Buffalo, and Someone Called Plastic," then participate in activit

JOURNAL & TOPICS
MEDIA GROUP

Elk Grove Village

Elk Grove Village Public Library

Baby Tales – for ages up to 2 years old with parent

1001 Wellington Ave., Kids Korner A/B

9:30 a.m. to 10:15 a.m. Monday, March 17

Spend quality time with your little one and meet new friends at a lap-sit storytime full of bounces, tickles, songs and giggles. Just drop in.

Palatine

Palatine Library District

Embroidery Pattern Design for Beginners -ages 13+

700 N. North Ct., Workshop Lab

10 a.m. to noon, Monday, March 10

Learn how to use Inkscape and Ink/Stitch to design a pattern for use on the embroidery machine. Register.

Wheeling

Wheeling Park District

Easter Brunch

Chevy Chase Country Club

1000 N. Milwaukee Ave.
