Inventories of the City of Roseville, City Manager, Communications Division Collection

Date: 1864-1997

Collection number: LG 207

Creator: City Manager, Communications Division

Extent: 5 binders, including 3,863 slides, 120 negatives, 3 photographs

Repository: Roseville Public Library History Collection

Roseville, California

Abstract: The City of Roseville created the Communications Division in March 2007 under the administration of the City Manager's Office in an effort to merge existing city public information resources such as print, internet, and video into one entity for the purpose of speaking with one voice and streamlining the city's internal and external messaging. The City of Roseville, City Manager, Communications Division Collection is arranged in one Series: 1. Photographic Material and is divided into three Subseries: 1. Slides, 2. Negatives, and 3. Photographs. Images span the dates 1864 to 1997.

Physical location: Roseville Public Library

Languages: Languages represented in this collection: English

Access

Collection is open for research.

Publication Rights

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Preferred Citation

[Identification of item], City of Roseville, City Manager, Communications Division, LG 207: [box: folder number], Roseville Public Library, History Collection, Roseville, California.

Acquisition Information

The City of Roseville, City Manager, Communications Division donated this collection in 2008.

Processing History

Lola Aguilar processed this collection and created its finding aid in 2010.

Administrative History

The City of Roseville created the Communications Division in March 2007 under the administration of the City Manager's Office. Its mission was to merge existing city information resources such as print, internet, and video into one entity for the purpose of speaking with one voice and streamlining the city's internal and external messaging. The City Manager's Office combined the Media Division and the Public Information Division into one Communications Division, hiring Megan MacPherson as the first Communications Manager reporting to the Deputy City Manager.

Prior to merging the two divisions, the Media Division performed broadcast services and also included a webmaster who maintained the city's website before being integrated into the Communications Division. The Public Information Division previously operated out of the City Manager's Office and continues to operate along with the Media Division as the Communications Division, which includes a Senior Multimedia Specialist, an Internet Administrator, a Web and Marketing Specialist, and a Public Information Technician.

The Communications Division fulfills a broad scope of responsibilities for the City of Roseville. These include public and media relations, emergency and crisis communications, external city messaging, internal communication, public outreach and awareness, and community relations. In addition to maintaining communication with the City of Roseville's over 112,000 residents, the Communications Division directs media tracking and campaigns, new technology research and policy development, brand management and development, and web site management.

The Division also publishes a weekly media Tip Sheet, the bi-weekly City Manager's message, a weekly column for the Roseville Press-Tribune, a monthly column for the Chamber of Commerce, and manages content and delivery for dozens of e-mail distribution lists. The Communications Division serves as the City of Roseville's official spokes vehicle to news media.

Scope and Content

Series 1 consists of five binders, which include images of Roseville, Lincoln, Greenwood, Penryn, Grass Valley, Auburn and Placer County. The collection has images of the Southern Pacific Railroad Company yard in Roseville as well as engines and trains from the 20th century and 19th century and images of the Pacific Fruit Express Co. The collection also has aerial photographs of Roseville during the city's growth in the 1990s. Several images in this collection have multiple copies and many are not identified or do not have dates. Some of the images are photographs of advertisements or photographs from unidentified publications.

**Indexing Terms**

The following terms have been used to index the description of this collection in the library's online public access catalog.

- Auburn (Calif.)
- Grass Valley (Calif.)
- Lincoln (Calif.)
- Penryn (Calif.)
- Rio Vista (Calif.)
- Roseville (Calif.)
- Roseville (Calif.)--History
- Pacific Fruit Express Co.
- Southern Pacific Company
- Southern Pacific Railroad Company

**Box : Image 1-5: 1 - 3,986**

**Series 1. Photographic Material 1864-1997**

**Physical Description:** 3,986 images

**Series Scope and Content Summary**

The series is divided into three subseries: slides, which are arranged in alphabetical and untitled folders, negatives, which are arranged in alphabetical folders, and three undated photographs.

**Box : Image 1-5: 1 - 3,863**

**Subseries 1.1. Slides 1864-1997**

**Physical Description:** 3,863 images

**Subseries Scope and Content Summary**

This subseries includes slide images of the city of Roseville including buildings, public art, prominent residents, city events, and programs. Many of the images are of the Southern Pacific Railroad yard in Roseville, as well as trains and engines. Images of the Pacific Fruit Express Company are also included.

**Box : Image 5: 1 - 120**

**Subseries 1.2. Negatives 1890-1910**

**Physical Description:** 120 images

**Subseries Scope and Content Summary**

This subseries contains negative images of the city of Auburn and surrounding areas of Placer County.

**Box : Image 5: 1 - 3**

**Subseries 1.3. Photographs undated**

**Physical Description:** 3 images

**Subseries Scope and Content Summary**

This subseries contains one image of the Roseville Theatre, the Veterans News Stand, location unidentified, and an image of a San Francisco piano store. All three images are undated.