

## **PUBLIC RELATIONS POLICY**

### **General Policy**

To ensure the public is informed about the Chesterfield Township Library's mission and receives consistent and accurate information about library policies, procedures, programs, and services to foster a positive public image and maximize effective use, community satisfaction, and support.

### **Library Spokesperson**

In order to provide the most current and consistent information about the library, all contact with news media will be carried out through the Director or Board President. At times they may refer the media to specific staff members. The Library Board President is the spokesperson for the Library Board of Trustees. All inquiries from reporters or other media persons should be reported immediately to the Director.

If staff or trustees are asked to provide the public with information related to Library business or policy, Library administration will provide clear guidelines for responding to such requests. Employees who represent the Library as media spokespersons should avoid speculation on any topic and refrain from offering personal opinions about Library policies or programs.

Questions from the public regarding the general operations, direction of the library, policies, and budget should be referred to the Library Director.

### **Newsgathering in the Library**

Members of the media who wish to conduct newsgathering in the library in any manner disruptive to the operation of the library or its use by other customers must make themselves known to either the Director, or to the staff member in charge of the building in the Director's absence. Examples of behavior that can be disruptive to the operation of the library or its use by other customers include interviewing at other than normal conversational voice level, photographing, and audio or video recording customers or staff. Staff members witnessing members of the media in any of these situations must inform them of the policy and ask that they request and gain permission from the Director before further conducting newsgathering in the library. This policy does not apply to a member of the media in his or her capacity as a customer using the library's resources.

### **Photography and Videography in the Library**

The Chesterfield Township Library permits photography and filming under the conditions listed below to the extent that it does not interfere with the operations, programs, services and activities of the Library.

1. Casual amateur photography is permitted for patrons and visitors provided it does not interfere with the operations of the Library or capture any identifiable likenesses of individuals without their permission. Photographers are responsible for securing the necessary releases.
2. No commercial or media photography, including filming may occur in Library facilities without prior written permission.
3. Photos and videos from public programs and events held in Library facilities and spaces may be used in the Library's website and publications or for promotional purposes. The full names or any personal identifying information of photographed subjects will not be used to ensure the privacy of all individuals without express written approval from the subject, or if a minor, the parent or legal guardian.
4. Permission may be revoked at any time if the photographer or videographer fails to

comply with the terms of this policy or other rules and regulations of the Library.

**Procedures**

1. The Library Director approves all press releases or statements to the press prior to being issued from the Library.
2. Maintain relationship and communication with government officials, library community, and local organizations by Library leadership, staff, and board members.
3. Utilize local media to keep public aware and informed about the Library's resources and services.
4. Create and distribute a variety of electronic and print communication to share library information within the community.
5. Sponsor programs and other library-centered activities and cooperate with other libraries and organizations to support the educational, cultural, informational, and recreational needs of the community.
6. Funds will be allocated annually for public relations and a regular report of public relations activities will be shared with the Library Board.