

Public Relations and Media Policy

To ensure that the public receives consistent and accurate information about library policies, procedures, programs and services, and to ensure that the best possible image of the library is presented to the public, the following public relations policy has been developed:

Media Contact

- Contacts to the media initiated by the library will be done by the person or persons in charge of the specific program, service, or policy being addressed. The Director should be notified in advance, and in the case of written contact, should be given an advance copy for approval.
- Contacts initiated by the media should be directed to the Library Director.
- Letters to the editor designed to officially speak for the library will not be submitted by library staff without prior approval of the Board of Trustees and the Director.

Speaking Engagements

- Speaking engagements made by library staff on behalf of the library will be coordinated and approved by the Library Director.

Promotional Materials

- Library materials and promotional and informational materials designed to be disseminated to the public will meet standard guidelines for use of copyright-free art and quality design. Promotional materials will be the responsibility of the department or branch sponsoring the activity.

Emergency Situations

- In the event of an emergency, official statements to the public and the media will be made by the Library Director, her/his designee, or a department manager placed in charge of the library. If it is necessary for library staff to provide the public with information, the Director or his/her designee will inform staff what is to be said.

Board Business and Policy

- The chairperson of the Board of Trustees is responsible for media contact with regard to board business and policy. The chairperson may designate another board member to handle media contacts.

Approved by Board of Trustees February 2009, reapproved without change January, 2013; approved with changes September 2018; reapproved without change December 2021.