

## **Media Relations Policy**

A Media Relations Policy is a tool to ensure that accurate and timely messages about the Crystal Lake Public Library are provided on a consistent basis. By coordinating the message and being prepared, the Library can use the media to help spread its message to a larger population. The Library will make use of a variety of media to advance its message.

### **Media Relations**

While all staff and trustees represent the Library to the community, the Executive Director, Assistant Director, Marketing Manager, or designees, and/or the President of the Library Board shall serve as Library contact persons for the media and will respond to media requests for information and interviews. If these Library contact persons are unavailable, Library staff will take a message from the media and convey it to a Library contact person at the earliest opportunity.

When receiving requests for specific program information, the Library contact person may decide to put the media in contact with the Department Head whose department is responsible for the program. When appropriate, the Department Head may include select other staff in the communications.

Individual Library staff may not speak to the media on behalf of the Library unless authorized to do so. Library staff must be aware that they are always seen as speaking from a position of authority even when they designate comments as opinions.

### **Photographs/Video/Audio**

From time to time photographs, video and/or audio recordings of Library patrons and program participants are produced for the use in the Library's newsletter, website and public affairs materials. When people are named in a photo, video, and/or audio recording, the Library staff will obtain written consent. Consent forms will be retained as long as the photo, video, and /or audio recording is used.

### **Board Members speaking for the Board to the Public or Media**

Individual Library Trustees may not speak to the public or media on behalf of the Library Board of Trustees unless authorized by the Board to do so. When speaking to the public or the media about the Library or about Library Board action, Library Trustees should be careful to define when their remarks represent personal opinion and when their remarks represent an official Library Board position. Library Trustees must be aware that they are always seen as members of the Library Board even when they designate comments as opinion.

### **Crisis Communications**

In the case of media interest in controversial, negative, or crisis issues, every effort should be made to contact the Marketing Manager, Executive Director, Assistant Director, or Board President as soon as possible. They will respond on behalf of the Library.