

## **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 Requests**

While all staff and trustees represent the Library to the community, the Library Director, Assistant Director, Public Relations Coordinator, 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 use the attached form to 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 Public Relations Coordinator, Library Director, Assistant Director, or Board President as soon as possible. They will present an informed response.

## CONSENT & RELEASE

### For Use of Photographs, Videos, Audio

From time to time the Crystal Lake Public Library (the "Library") issues newsletters, updates its website, and produces public affairs materials dealing with Library services and programs. Photographs/video/audio of Library patrons and program participants produced for these purposes help the Library illustrate the scope and benefits of Library use.

I give permission to the Library to use my photograph/video/audio in the Library's newsletter, website and/or public affairs materials. I understand that, given technology which allows sharing of information, my photograph/video/audio ultimately may appear on the worldwide web.

I release and hold harmless the Library and its agents and employees from and against any claims or liability arising from or related to the use, publication or distribution of my photograph/video/audio.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_  
Please print

Date Signed: \_\_\_\_\_

### For Persons 17 and Under

I am the parent or legal guardian of \_\_\_\_\_ and I give permission to the Library to use photograph/video/audio as stated above.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_  
Please print

Date Signed: \_\_\_\_\_