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CHAPTER 7: Administration
Management
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Title: Media Policy
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The Marathon County Public Library public relations program exists to promote community awareness of library services, to increase public interest in and use of the library, to develop understanding by the public of library services, and to enhance support of the library and its role in the community.

The following public relations policy has been developed 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.

Media contacts:

Media inquiries which focus on changes to current services, announcement of new services, budget, funding of capital or special projects, staffing levels, or other library administrative responsibilities will be referred to the Library Director.

Managers or their designee may promote library programs, services, and events to area media including newspapers, radio, TV, and the Internet.

A copy of press releases sent for this purpose will be forwarded to the Library Director for the administration files.

Managers can make calls to the media for the purpose of publicizing a program, event or service to the public. Staff will notify the Library Director of media inquiries and of the publication or airdate for the promotional piece.

Photos by the media:

When the media visits a library to take photos, the staff person will obtain the media person's name and affiliation, request how the photo will be used, and when the photo will be published. The staff person will notify the Library Director about the media visit as soon as possible.

Printed Materials:

Managers oversee design and printing of fliers, brochures, newsletters, and other printed materials and are responsible for the quality and accuracy of these promotional materials.

A copy of all printed materials will be forwarded to the Library Director for administration files.

See also: Photo Policy 8.04 a-b.