

Media Relations Policy

Approved by Board of Trustees: December 17, 2019

Last Updated: November 22, 2019

Last Review: December 4, 2019

This policy has been developed by Dauphin County Library System (The Library) to ensure that the public receives timely, consistent and accurate information about The Library's policies, procedures, programs and services. This policy also provides guidance for photography and filming by both staff and the public in The Library.

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 Executive Director, Marketing & Public Relations Manager, or Board President, although at times they may refer the media to specific staff members. The Board President is the spokesperson for The Library's Board of Trustees. All inquiries from reporters or other media persons will be reported immediately to the Marketing & Public Relations Manager.

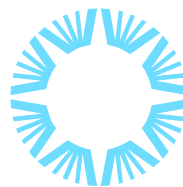
Clear guidelines for responding to questions about The Library's business or policies will be provided by the Senior Management Team. Questions from the public regarding the general operations or direction of The Library will be addressed by the Executive Director. Inquiries regarding the Library budget will be addressed by The Library's Executive Director and/or Director of Finance & Facilities. Inquiries related to the underlying principles of a policy that are open to interpretation from a political, constitutional, and/or legal perspective will be addressed by the Executive Director. Examples of such policies include but are not limited to those covering Internet Access, Filtering, and Intellectual property issues.

Library-Initiated Information:

Proactive media contact is initiated through The Library's Marketing & Public Relations Manager or Assistant Marketing & Public Relations Manager, including issuing non-routine press releases and media advisories, and personal contacts with reporters and editors for non-routine coverage.

Newsgathering in the Library

Members of the media who wish to conduct newsgathering at The Library in any manner disruptive to the operation of a library location or its use by other members must make themselves known to either the Executive Director, Marketing & Public Relations Manager, or to the staff member in charge of the building in the Executive Director's absence. Examples of behavior that can be disruptive to the operation of The Library or its use by other members include interviews, photography, video recording, or audio recording members or staff. Staff members witnessing media staff in this situation must inform them of the policy and ask that they request and gain permission from the Executive Director before further conducting newsgathering in the library.



Photography and Video Recording in The Library

Program and event attendees are advised, by the use of signage in the library proper and meeting rooms, that The Library often has staff or a professional taking photographs or video recording during group programs and events for use in their publications and advertisements. These photos and videos are the property of The Library. Individuals attending programs are advised that they should contact library staff if they would prefer to not appear in The Library's photos or video.

Photo release forms are signed by the subject when library staff have scheduled a photography or video session for The Library's promotional purposes. These signed forms are filed at the administrative offices of The Library.

Personal photography or video recording is allowed at The Library, as long as, other library members have not been filmed or photographed without their permission. Photography or video recording for commercial purposes is not permitted inside or on library property without approval by the Library Manager, Executive Director or Marketing & Public Relations Manager; such approval must be requested in advance. Media requesting photography or video recording in The Library, as part of news coverage, must contact either the Library Manager, Executive Director or the Marketing & Public Relations Manager for approval before embarking on these activities.

All requests to use a library facility as a setting for photography or video recording are to be referred to the Marketing & Public Relations Manager. Requests will be evaluated in terms of their impact on library operations and services.

In order to protect the rights of individual members and to reduce distractions, photography and video recording on library property are restricted as follows:

1. Media staff and library members are subject to the provisions of the Member Behavior Policy and may not disturb the normal operations of the library.
2. In the event of a critical incident or emergency requiring police or fire response, media access may be limited to allow emergency personnel to ensure safety and security.
3. The terms above apply to the media as well as to amateur photographers and videographers.