

**SUN PRAIRIE PUBLIC LIBRARY**  
**PUBLIC RELATIONS POLICY**

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**I. Purpose**

- (A) To ensure that the public receives accurate and up-to-date library information.
- (B) To ensure that the best possible image of the library is presented to the public.

**II. Responsibility**

The Library Board of Trustees and staff represent the library in every public contact. At the direction of the board, the library director is the official spokesperson for the library and represents the library in the community. The board president is the spokesperson for the Library Board of Trustees.

**III. Media Contacts**

- (A) The library will maintain clearly delineated channels of communication to promote a positive and consistent image of the library to the public, as well as decrease confusion in the event of a crisis or emergency situation.
- (B) The library director or designee is responsible for responding to all contacts made by newspapers, magazines, radio and television stations, unless otherwise directed by the Library Board of Trustees. The director may forward queries to other staff as appropriate or obtain information from the appropriate staff for the inquirer.
- (C) The board president will inform the library director about any contact with the media, preferably beforehand.
- (D) Staff will consult with the director before contact with the media or conducting speaking arrangements to appropriately prepare for an interview.
- (E) Any unusual events or emergency situations that may reflect negatively on the library or generate inquiries by the media should be brought to the immediate attention of the library director and the Library Board President. When possible they shall consult with the Library Board before issuing a public statement.

**IV. News Gathering in the Library**

Anyone who wishes to photograph the library or conduct newsgathering in the library facility, i.e., interviewing, photographing, recording patrons or staff for any purpose should make themselves known to the library director or the staff member in charge of the building. Staff members who witness newsgathering being conducted without permission should inform the director or the supervisor in charge.

**VI. Library Promotional Materials**

Department managers will be responsible for promoting their respective programs of service. Department managers will be responsible for assuring that such materials produced by or for their respective departments meet the library standards of quality. Library patrons will be made aware that candid photos may be used in promotional materials by printing the following disclaimer on flyers:

"Participants in Sun Prairie Public Library's <PROGRAM NAME> program may be photographed by newspaper or television reporters/photographers, library staff members, or others involved with the program. These photographs may appear without compensation in newspapers or in productions, publications, on the web, or other printed or electronic materials related to the role and function of the Sun Prairie Public Library. Parents who do not want their children photographed should notify <STAFF PERSON NAME>, <TITLE>."

Adopted: January 6, 2005

Reviewed and amended July 9, 2009