

## **PUBLIC RELATIONS/MEDIA**

With the following Public Relations/Media Policy ("Policy"), the Bad Axe Area District Library ("Library") intends to ensure that the public receives consistent and accurate information about Library policies, procedures, programs and services and to protect the privacy of all users of Library services and facilities.

### **I. Points of Contact**

The Board Chair and the Library Director are the designated points of contact and the official spokespeople for the Library. Employees and other members of the Bad Axe Area District Library Board ("Library Board") should (1) refer all requests for information about the Library, its policies and operations to the Board Chair or Library Director and (2) may not speak or represent that they are speaking (either verbally or in writing) on behalf of the Library unless otherwise authorized.

### **II. Press Releases, Promotional Materials and Media Appearances**

The Library Director approves all press releases or statements to the press and all promotional materials prior to being issued from the Library. All requests for interviews by the media should be directed to the Library Director and the Library Director shall have the authority to determine whether an interview is conducted.

### **III. Crisis Management**

If there is a crisis or incident in the Library that requires police or emergency services intervention, the Library Director or the most senior staff person at the Library at the time of the incident shall call 911, if possible. The person shall then inform the Library Board Chair. Depending upon the situation and acting in compliance with the Open Meetings Act, the Library Board of Trustees shall be contacted if necessary and as timely as the situation will allow. If an emergency Library Board meeting is required, the Library shall convene such a meeting in compliance with the Open Meetings Act.

### **IV. Photography**

Unless approved in writing by the Library Director, no person may take pictures, videos or capture images by electronic means inside the Library. Requests from any person for photographing, videotaping or similar means of capturing images of Library patrons in the Library or the interior of the Library must be approved by the Library Director in advance. All requests are to be referred directly to the Library Director. Any person denied the right to take pictures, videos or capture images in the Library may appeal that decision to the Library Board within 10 days of receiving such denial. This provision does not apply to any meeting that is open to the public pursuant to the Michigan Open Meetings Act.

## **V. Permission to Photograph the Public**

If any person who has received permission to take pictures, videos or obtain images inside the Library takes images that contain pictures or videos of visitors to or patrons of the Library, the person must obtain prior written permission and release for use of the photo or video by the proposed subject of the photo or video. This includes photos taken and/or used by the Library. Copies of these permission slips and releases are to be provided to the Library. Requests for permission to photograph or video minors under the age of 18 must be signed by the minor's parent or legal guardian. This provision does not apply to any meeting that is open to the public pursuant to the Michigan Open Meetings Act.