

Media Relations

Only the Library Director and the President of the Board of Trustees are authorized to respond to media inquiries. The spokesman for the Library is the library director; the spokesman for the Board of Trustees is the Board President. Other board members, staff members, volunteers, contractors, etc. may not speak to the media on behalf of the library. Any contacts made by the media will be directed to the Library Director. Staff members may not represent the Library in any way without the prior written consent of the Library Director.

From time to time, the Library Director may appoint a staff member to speak to the media on a specific issue relating to his/her area of expertise. These appointments shall be of a limited, designated time period.

Consistent with the Maintenance of Public Order policy: use of cameras, recording devices, camcorders, etc. in the building or on the Library premises is prohibited without prior administrative/Board approval.

Any actions or incidents which may result in media inquiries should be brought to the immediate attention of the Library Director.

Suggestions When Speaking With the Media

- Be truthful, accurate, polite, honest, friendly and helpful
- Use plain English; do not use library jargon (ILL, OPAC, ALA, etc.)
- Anything you say will be published, there is no such thing as "off the record"
- Discuss only your area of expertise
- Stick to the facts, don't offer opinions
- "No comment" is a red flag
- If you can't answer or don't know, promise to find out and get back to the reporter promptly
- Recognize and respect the reporter's deadline
- Keep it simple, but repeat the library's message in different ways
- Keep the Board of Trustees up to date on any media contacts

Approved by the Board of Trustees

April 24, 2007