

BARRINGTON PUBLIC LIBRARY

Communication, Public Relations, Outreach & Photography/Filmography Policy

The **scope** of this policy applies to all library communications including (but not limited to) the following methods of distribution: print; electronic; publications; announcements on behalf of the department; promotional materials; email correspondences describing library events; blog postings; and mass communications.

The library strives to maintain a positive public image at all times through a variety of media and programs designed to heighten awareness of the library and its offerings. The library staff, trustees, Friends of the Library group, and any communications committees approved by the board will all combine efforts to make our resources and needs visible in the community, and to extend our reach beyond the physical building that we inhabit, while maintaining the privacy of patrons. Our outreach service delivers library services and resources to persons outside the library with emphasis on those who are un-served or underserved due to physical, economic, social, geographic, or other barriers. To this purpose, the following policy is instituted:

Communications & Public Relations

- All groups above will conduct themselves in an appropriate and friendly manner when representing the library
- All groups above will make a concerted effort to publicize the library through positive word-of-mouth encounters and invitations to community members to join our library and its supporting groups.
- Any questions by the public referring to the policies, procedures, programs and services of the library should be answered with complete accuracy. If the details are not evident to the questioner, they should be referred to a corresponding supervisor or the director.
- The Director will view all newspaper articles, stories, ads, posters, brochures, or other media that will reflect upon the library before it is submitted to any news agency or posted around town. No publicity or media coverage should be given without the Director's consent. Simple postings of events with dates and times included do not have to go through the Director although all dates should have been confirmed with the Director before posting.
- Only the Director may give **official statements** to the press concerning library matters. All statements to the press from any library group should be filtered through the Director so the press gets one strong message that is approved by the Trustees. Staff, Friends, and committee members should not give quotes to the press concerning library issues.
- Any letters to the editor from library staff designed to speak for the library will not be submitted without the prior approval of the director.
- Library Materials and Promotional and informational materials [e.g., handouts, brochures, and electronic social networking utilities] designed to be disseminated to the public will meet standards of quality established by the library and follow standard guidelines for use of copyright law dealing with art, designs and other materials. The library director will be responsible to see that such materials produced by or for respective departments (children's services, web-page etc.) meet library standards of quality. All promotional and informational materials must be filed with the library director and must be approved before released.
- The library shall keep a current list of all town organizations and departments with current officers and contact information to be used for publicity purposes or answering patron reference questions.
- Library staff will wear official name badges during special events and guest visits, in observance of the Library's professional standards.

Outreach

- The Director and staff shall make every effort to visit local groups to promote the library. These groups include teachers, PTA, day care centers, elderly housing areas, Boy Scout and Girl Scout troop meetings, Chamber of Commerce meetings, town board meetings, and any other local interest groups.
- The library will promote new materials and services through a variety of online services and traditional print media.
- Free bookmarks, magnets, and brochures with library information will be made available to all citizens at a variety of locations throughout town.
- A close relationship with the schools shall be maintained; periodic school visits and weekly deliveries of materials will be a part of our outreach program.
- Welcome Wagon packets will be maintained, printed, and given to new community members around town.
- Staff shall work with the local food pantry to insure that information, programming, and materials are available to those who use the service. The library will use donated materials to provide books to needy families at Christmas.
- The Books on Wheels Program will bring materials to those residents who are homebound due to age or illness. Volunteers will act as delivery agents for the library.
- The library will promote community-wide reading and the arts through programs of interest to the general public. These will be held in various locations throughout the Town in order to attract a varied audience and those who might not frequent the library.
- The Director and staff shall speak at statewide conferences or other professional development forums to share our successes with other communities and promote the good name of our library.
- The library will work with local daycares to provide library visits.
- The library will work with other Town departments and committees to provide needed support and to disseminate town information created by these departments.
- The library will work with the Recreation department to do tandem events, coordinate planning, and offer services.

Photography & Filmography

Commercial Photography: No photographing or filming may be done inside the Library or on Library premises for commercial or advertising purposes. Persons found bringing equipment into the Library for such purpose, or already in the act of filming, will be asked to leave.

Press, Publicity, and Personal Photography: Photographing or filming for Library promotion by the media, student projects, or for personal use by patrons is generally permitted, as long as such does not unduly interfere with the use of the Library. In order to protect the rights of individual Library patrons and to reduce distractions, under no circumstances may the public, members of the media, or Library staff take photographs or film without the express permission of any Library patrons who would be prominently included within the composition.

In all cases, persons seeking to take pictures inside the Library must receive permission from the Library Director who may specify when photography or a film project will take place in order to minimize disruption. The Library reserves the right to refuse any request based on the nature of the photography or film project and whether it is consistent with the mission of the Library.