The Media Relations and Photography Policy is a tool that ensures accurate, timely, and positive messages about the Waukegan Public Library are provided on a consistent basis. By coordinating the message and being prepared, the media can serve the Library by helping to spread the message to a larger population. The Library will make use of a variety of media to advance its message.

**Media Relations**
While all staff members and Trustees represent the Library to the community, the Director, Assistant Director, Marketing and Communications Manager and/or the Board President shall serve as contact persons for the media and will respond to media requests for information and interviews. If these contact persons are unavailable to take requests, Library staff will take a message from the media and convey it to a contact person at the earliest opportunity.

Individual staff may not speak to the public or media on behalf of the Library unless authorized to do so.

Individual Library Trustees may not speak to the public or media on behalf of the Library Board of Trustees unless authorized by the Board to do so.

When speaking to the public or the media about the Library or about Board action, Library Trustees should be careful to define when their remarks represent personal opinion and when their remarks represent official Board position. Library Trustees must be aware that they are always seen as members of the Library Board even when they designate comments as opinion.

**Crisis Communications**
In the case of media interest in controversial, negative, or crisis issues, every effort should be made to contact the Executive Director, or Assistant Director, Marketing and Communications Manager, and/or the Board President as soon as possible. They will present an informed response.

**Photography/Film**
By participating in Library programs and events, or while on Library grounds the Library reserves the right to film and capture images for security and promotional purposes, specifically:

While on Library grounds all patrons are recorded using security cameras. The images captured will be solely for the purpose of identifying those patrons breaking Library policies or laws. These images may be shared with law enforcement.

Patrons using Library services, resources, programs and at special events may be filmed for purpose of Library promotions. Patrons may ask that their image not be used at the time of the recording/film session.

Patrons registering for programs will be asked if they give permission for use of their image in Library promotions, newsletters, website and more. Patrons do have the option to opt out. Names will only be associated with images in promotions when a consent waiver is signed.
The media are encouraged to photograph or film in the Library as long as they do not disturb patrons, disrupt the operation of the Library and the story is about the Library. They must notify staff before taking photos/filming and must show an ID.

The general public may take photographs and film in the Library as long as they do not disturb patrons, disrupt the operation of the Library and the story is about the Library. They must allow the public to opt out of being filmed. Staff must be notified before taking photos/filming and photographer must show an ID.

Policies that are required by statute are automatically amended to reflect any changes in said statute.

Website of the Waukegan Public Library
Revised and maintained by:

Richard Lee, Executive Director

Send comments to richardlee@waukeganpl.info