

TITLE: Media Relations & Photography Policy

POLICY NUMBER: 610

EFFECTIVE DATE: 07/20/2022

REVIEW DATE: January 2024

SUPERSEDES: None



Article 1: Purpose

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 promote community awareness of library services, to stimulate public interest in and usage of the Library, to develop public understanding and support of the Library and its role in the community; and to establish Waukegan Public Library's reputation as a nonpartisan, nonsectarian, unbiased meeting ground for all ideas.

Article 2: Media Relations

Section 2.01 - Contact Persons

While all staff members and Trustees represent the Library to the community, the Executive Director, Assistant Director, 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.

Section 2.02 - Board Statements to the Public and Media

Except for the Board President, Individual Trustees may not speak to the public or media on behalf of the Board unless authorized 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. Trustees must be aware that they are always seen as members of the Board, even when they designate comments as opinion.

Section 2.03 - Staff Statements to the Media

Individual staff may not speak to the public or media on behalf of the Library unless authorized to do so. When receiving a request for information about a specific program, an authorized contact person may put a reporter in contact with a staff member in charge of or involved with the program. When possible, staff members directly involved in programs will be identified and quoted to afford them more community exposure.

Section 2.04 - Crisis Communications

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

Article 3: Photography/Film

Section 3.01 – Security and Promotional Use of Images

While on Library grounds or by participating in library programs and events, the Library reserves the right to film and capture images for security and promotional purposes.

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

Patrons using Library services, resources, programs, and 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.

Section 3.02 - Opt Out

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.