



Round Lake Area Public Library
906 Hart Road
Round Lake, IL 60073
847-546-7060
www.rlalibrary.org

Public Relations Policy

Public relations encompasses all individuals who have a connection with the library. This policy was created to ensure that the public receives consistent and accurate information about the library's policies, procedures, programs, and services, and to present the library in the best possible light.

The Library Director or designee serves as the Library's official appointed spokesperson, however, the Board strongly advises its own members and each staff member to understand that they are the Library's representative in each public interaction.

TRADITIONAL MEDIA AND PROMOTIONAL MATERIALS

The Library will send press releases, in English and Spanish when applicable, to local media channels such as newspapers, radio, and television. There are many topics that can be covered in a press release. The Library Director or designee approves all press releases or statements to the press prior to being issued from the library.

Contacts from the media should be directed to the Head of Communications, Library Director, or, in the case of programming, the Assistant Director. Media coverage will be reported to the Head of Communications or Library Director. A staff member can address general inquiries from the media during library hours or when the Head of Communications or Directors are not present but should refer them to the Head of Communications or Directors for more specific information. For public information or open meetings, contact the Library Director.

In an emergency, the Director or the Library Board President will address the public and media. If other library personnel are required to advise the public in such situations, library administration will provide direction.

SOCIAL MEDIA

Due to the evolving nature and depth of the topic, please see the related Social Media Policy for guidance on use of social media.

PHOTOGRAPHY AND VIDEO

Permission is not required for taking photographs or videos in public areas of the library building for personal, noncommercial use if no tripods, lights, or other specialized equipment is used. However, there may be library locations and/or exhibition areas where the taking of photographs or videos is restricted or prohibited (i.e., restrooms, rooms reserved for nursing, child care areas, museum artifacts, and archival materials). Taking photographs or videos of, or in, areas reserved for staff use only is also



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prohibited. If tripods, lights, or other specialized equipment is to be used, requests must be made at least 24 hours in advance. Persons taking photographs and videos shall not (i) compromise a patron or staff member's right to privacy, (ii) harass, intimidate, or threaten a patron or staff member, or (iii) block library aisles, walkways, stairwells, doors, or exits.

The library permits the taking of photographs and videos of its publicly-available collections. However, patrons are solely responsible for obtaining consent or other permission when taking photographs or videos of copyrighted materials.

The library reserves the right to take photos or film during library events. Any photos or videos taken during events may be used in both online and print materials that are used for library marketing purposes. Attendance at the Round Lake Area Public Library programs and events constitutes permission to be photographed for use in print and/or electronic advertising for the Round Lake Area Public Library.

Approved: December 21, 2022
Ammended: July 26, 2023