



PORT MOODY PUBLIC LIBRARY BOARD POLICY

Section:	Services and collections	Policy number:	D6
Policy title:	Public relations and media	Approval date:	May 3, 2000
		Revision date:	Oct 21, 2002 Sept 16, 2010 Mar 20, 2014

1. Background

- 1.1. Public relations involves the overall interaction between the Port Moody Public Library and its current and potential clients. It influences perception, attitude, and opinion by transmitting information concerning the benefits of using the library and its present or proposed products and services.
- 1.2. Public relations includes publicity produced by and for the library: articles, press releases, advertising, and media interviews.
- 1.3. Publicity includes all material produced by and for the library such as: press releases, newsletters, posters, displays, flyers, pamphlets and book marks.
- 1.4. Advertising is publicity that is paid for. The library occasionally advertises larger events or special events such as open houses for new board members.

2. Guidelines

- 2.1. Authority for library publicity and promotion rests with the Library Director or designate. All written submissions received from agencies or individuals are subject to editing. This includes press releases, advertisements, articles, posters and flyers. Unless initiated by the media, the library is responsible for all publicity and promotion.
- 2.2. The library's graphics standards will apply to all information being released or published. All material must be approved by the Library Director or designate before being released.

3. Media Relations

- 3.1. Media relations is defined as media interviews, photographs and video opportunities. Authority regarding media relations rests with the Library Director. All requests by the media for interviews, photographs or video opportunities related to Port Moody Public Library issues must receive prior authorization from the Library Director or designate.
- 3.2. All photographs taken by a library staff person or city staff person where a member of the public is featured must obtain a written photo-release before the photograph may be used by the library in its communications materials.
- 3.3. The photo-release form must be completed when all photographs are obtained. In the case of a child, permission from a parent or guardian must be obtained.
- 3.4. This policy does not include photographs of crowd pictures where no one person is identifiable.
- 3.5. Completed photo-release forms are to be filed in library administration.

4. Media Interviews

- 4.1. Staff are encouraged to promote their expertise in the area of library service through the media. Under no circumstances should any staff member speak on policy or budget directives that are strictly within the jurisdiction of the Library Board, unless the Board has granted their approval.
- 4.2. Port Moody Public Library staff may engage in a media interview under the following circumstances:
 - All media requests shall be directed to the Library Director.
 - Any staff person, with prior approval by the Library Director, may respond to an interview if it is agreed that they are most representative of the organization on the particular issue or library service being queried.
 - Senior staff are to advise the Library Director of the name of the journalist and the nature of the interview prior to the interview. This may require that the journalist wait to schedule the interview.
- 4.3. All media inquiries regarding the following shall be directed to the attention of the library director (or designate) for response:
 - any questions regarding board initiatives such as current or future policy directives or strategic planning issues
 - any questions regarding staff opinion on operational or management directions of the library

5. Photographers and Videos - Media & Other

- 5.1. No one is allowed to photograph or shoot video in the library without prior authorization from library administration.
- 5.2. No photograph or video sequence is permitted involving library patrons without their prior consent. If consent is sought, a copy of the completed photo-release form *used by the photographer* must be filed with library administration.
- 5.3. No photograph or video sequence is permitted involving library materials or equipment without prior authorization from the Library Director or designate.
- 5.4. Professional film crews must receive prior authorization from the Library Director or designate.
- 5.5. The Library Director or designate must be informed of all photo events (excluding tourist photos) even if it is "after-the fact".
- 5.6. Casual photographs or photographs by tourists do not require prior authorization, however patrons should not be disrupted by any photographs in the library.