

MGT-12: Public Relations Policy

Adopted: 9/18/2014; Last Revised: 2/15/2018

Policy Statement

The following public relations policy has been developed to provide guidance to the public, including the news media, and promote a positive images of the Orion Township Public Library (OTPL).

Regulations

1. The terms of this policy apply to members of the public, including the news media. The library's security cameras are excluded from this policy.
2. Non-public areas of the library may be closed to the public, including the news media.
3. All meetings, whether or not sponsored by the library, are considered open to the public, including the news media, unless in closed session as allowed by state law¹ or limited by capacity.
4. The public including the news media are subject to the provisions of the *Patron Conduct* policy and may not disturb the normal operations of the library without special permission by the Library Director.
5. The library's primary points of contact with the news media shall be the Library Director or the Community Relations Specialist. Employees and individual members of the Library Board should refer all requests for information about the library, its policies and operations to the Library Director.
6. In the event of a critical incident or emergency, access to areas usually open to public, including the news media, may be limited to allow emergency personnel to ensure safety and security.
7. Video and/or photographic use of the library's property and employees does not imply any institutional endorsement by OTPL. This includes the use of identifiable logos or logotypes, marks, symbols, or music.
8. Attendance at library programs, events, or library spaces constitutes consent to be photographed or filmed for use in print and/or electronic publicity of the library. Such photos, images, and videos submitted by users for online galleries or contests may also be used by the library for promotional purposes.
9. To ensure the privacy of individuals and children, OTPL images will not be identified using full name or personal identifying information without written approval from the photographed subject, parent or legal guardian.
10. State law² prohibits the disclosure of customer records, including whether or not an individual is a patron of the library.
11. A patron who lives in the library service area who wishes to challenge a library policy or any portion of a library policy should follow procedures as outlined in MGT-15: Appeals Process Policy.

¹ MCL 15.261 *et seq.* Open Meetings Act

² MCL 397.601 *et seq.* Library Privacy Act