



Volume XIII - Public Relations / Media / Photography Policy

Chapter 1: Introduction

Chapter 2: Points of Contact

Chapter 3: Press Releases, Promotional Materials, and Media
Appearances

Chapter 4: Crisis Management

Chapter 5: Photography

**EATON RAPIDS AREA DISTRICT LIBRARY
PUBLIC RELATIONS / MEDIA / PHOTOGRAPHY POLICY**

**ARTICLE I
INTRODUCTION**

With the following Public Relations/Media/Photography Policy (“Policy”), the Eaton Rapids Area District Library (“Library”) intends to ensure that the public receives consistent and accurate information about Library policies, procedures, programs, and services and to protect the privacy of all users of Library services and facilities.

**ARTICLE II
POINTS OF CONTACT**

The Board President and the Library Director are the designated points of contact and the official spokespeople for the Library. Employees and other members of the Eaton Rapids Area District Library Board (“Library Board”) should (1) refer all requests for information about the Library, its policies and operations to the Board President or Library Director and (2) may not speak or represent they are speaking (either verbally or in writing) on behalf of the Library unless otherwise authorized.

**ARTICLE III
PRESS RELEASES, PROMOTIONAL MATERIALS, AND MEDIA APPEARANCES**

The Library Director approves all press releases or statements to the press and all promotional materials prior to being issued from the Library. All requests for interviews by the media should be directed to the Library Director and the Library Director shall have the authority to determine if an interview is conducted.

**ARTICLE IV
CRISIS MANAGEMENT**

If there is a crisis or incident in the Library that requires police or emergency services intervention, the Library Director or the most senior staff person at the Library at the time of the incident shall call 911, if possible. The person shall then inform the Library Board President. Depending upon the situation and acting in compliance with the Open Meetings Act, the Library Board of Trustees shall be contacted if necessary and as timely as the situation will allow. If an emergency Library Board meeting is required, the Library shall convene such a meeting in compliance with the Open Meetings Act.

**ARTICLE V
PHOTOGRAPHY**

5.1 Photography. Other than Library Staff, Employees, Board Members or Agents.

5.1.1 Casual Photography. The Library will not regulate visitors and patrons who engage in casual filming and photography while present in public areas of the Library building and grounds, subject to the provisions of this policy.

For purposes of the photography policy, “public areas” are defined as areas available to the public where individuals do not have a reasonable expectation of privacy from being viewed by other patrons. These areas can include, but may not be limited to, lobbies, vestibules, or meeting rooms. Areas in the library where there is a reasonable expectation of privacy for individuals include, restrooms, private offices, staff areas not in view of the public, reading rooms, stacks, exhibition areas, or other areas and/or event areas where photography is prohibited by signage. For all other areas, other than “public areas,” the person must obtain permission from the Library Director or designee to photograph or video.

Only handheld cameras may be used. Because of safety, liability and other concerns, the use of additional equipment, such as tripods or lighting, is not permitted.

5.1.2 Commercial Photography. The Library permits commercial photography on or in its buildings and grounds if a written request is submitted and approved by the Library’s Director or designee. Commercial use includes taking portraits, filming, movie-making, and similar activities for profit.

5.1.3 Liability. Persons involved in taking photographs or videos of any kind are solely liable for any damages, lawsuits, or other claims that result from their activities on Library property. They also have sole responsibility for obtaining all necessary releases and permissions required by law from persons who can be identified in any photograph or video or for copyrighted materials. The Library has no responsibility to obtain these releases or permissions. Persons involved in taking photographs and videos are also solely responsible for any copyright, intellectual property, criminal, or other violations of law.

5.1.4 No Endorsement. The Library does not endorse any content of photographs or videos taken in the Library or on Library property.

5.1.5 Violations and Appeal. Library staff members shall enforce any violations of Library policy, including the Patron Behavior Policy. Library staff members will intervene if filming or photography appears to potentially compromise public safety or security. This Policy does not give photographers the right to violate Library policy, including the harassment provisions contained more fully in the Patron Behavior Policy.

If a person has violated Library policy, the appeal provisions in the policy that was violated shall govern any appeals. Any person denied the right to take pictures, videos or capture images in the Library not as a result of policy

violations, may appeal that decision within ten (10) days of receiving such denial to the Library Board. This provision does not apply to any meeting that is open to the public pursuant to the Michigan Open Meetings Act.

5.2 Photography – By Library Staff, Employees, Board Members or Agents. If Library employees or personnel, take videos or obtain images and such videos or images contain pictures or videos of visitors to or patrons of the Library, Library must obtain prior written permission and release for use of the photo or video by the proposed subject of the photo or video. This includes photos taken and/or used by the Library. Copies of these permission slips and releases are to be provided to the Library. Requests for permission to photograph or video minors under the age of eighteen (18) must be signed by the minor’s parent or legal guardian.

5.3 Open Meetings Act Exception. This Policy does not apply to recording or taking pictures of any meeting that is open to the public pursuant to the Michigan Open Meetings Act.