



# WADSWORTH PUBLIC LIBRARY EMPLOYEE MANUAL

**Chapter: Employee Conduct**  
**Section Number: 7.14**  
**Section Name: Media Relations**  
**Last Revised:**

---

- A. The Director is the official Library spokesperson. Media inquiries regarding policies or the Library's position on issues should be forwarded to the Director. This includes inquiries that are initially fielded by the staff and the Marketing and Public Relations Coordinator.
- B. Media inquiries regarding programs, events, speakers, or services are to be directed to the Marketing and Public Relations Coordinator. The Marketing and Public Relations Coordinator or the Director may forward queries to other staff persons as appropriate. (Alternately, the Director or Marketing and Public Relations Coordinator may obtain the requested information from the appropriate staff person and forward it in turn, to the news media.)
- C. When a photographer or reporter comes to cover a specific program or event, the staff person in charge of that event may give necessary information as it pertains to the program. As a courtesy, that staff member should follow-up with the Marketing and Public Relations Coordinator.
- D. If at any time a member of the staff is not certain to whom a particular query should be directed, they should contact the Director.
- E. To avoid activities that might be disruptive or in some way impede the functioning of the Library, members of the media who wish to conduct newsgathering in the Library, (e.g., interview, photograph, videotape, or tape record customers or staff, for any purpose other than that described in paragraph C. above), must make themselves known to either the Director or the Marketing and Public Relations Coordinator, or to the staff member in charge of the building in the Director's absence. Staff members witnessing members of the media in this situation must inform them of the policy and ask that they request and gain permission from the Director before conducting business in the Library.
- F. Should a query from the news media be received after administrative business hours or when the Director is out of the building, the staff person in charge of the building may answer queries of a general nature, but should reserve the right to forward the query in the following manner:
- G. "The person who can best answer your question is the (Director/Marketing and Public Relations Coordinator). Please give me your name and telephone number and I will try to reach him/her to follow-up on your question."
- H. Whenever a staff member is contacted directly to be interviewed by the media on a subject within his/her particular area of expertise, the Director or Marketing and Public Relations Coordinator should be made aware and given the opportunity to lend guidance as needed.

- I. Staff generated press releases must be approved by the Director or the Marketing and Public Relations Coordinator prior to distribution.
- J. Any actions or incidents which may result in negative responses or media inquiries should be brought to the immediate attention of the Director and/or the Marketing and Public Relations Coordinator.