

Employee Media Contact Policy

The Elting Memorial Library Board of Trustees encourages the media to have access to the Library for the benefit of both the Library and the community. This Media Contact Policy establishes guidelines for both official and unofficial contacts by Library employees with the media.

1. Only the Library Director or staff designated by the Director may have official contact with the media regarding the Library. The Director and/or the Director's designee may prepare press releases and other materials for the media. Only the Director or the Director's designee should respond to media inquiries regarding these materials.
2. All other inquiries from the media about library policies, procedures or issues should be referred to the Director or the Director's designee.
3. Library staff members are free to express their personal opinions to the media regarding matters of public concern, including about the Library, except regarding confidential information about Library patrons, members or other employees. However, staff members who express their personal opinions to the media must not do so as a representative of the Library and must make clear they are not speaking on behalf of the Library. To that end, they must not use their title in a way that might suggest that they are speaking on behalf of the Library or as representatives of the Library.
4. The Board expects staff members to conduct themselves in a manner that is not disparaging or abusive, and not to engage in speculation and gossip. This should not be construed as a limitation on the right of staff members to express their personal opinions on matters of public concern in a manner consistent with (3) above. However, staff members should keep in mind that their actions and words will reflect on the Library even though they have made clear that they are not speaking on behalf of the Library.
5. If a staff member has any contact with the media concerning the Library, he or she must immediately report that contact to the Director or the Director's designee.

Approved: May 26, 2011