



Media Relations Policy

Policy Statement

The following media relations policy has been developed to ensure that the public receives consistent and accurate information about library policies, procedures, programs, and services; and to ensure that the best possible image of the Shelby Township Library is presented.

Regulations

1. The terms of this policy apply to the media as well as to amateur photographers and videographers.
2. Library grounds and all public areas of the library are open to the media during the library's regular hours of operation.
3. All meetings whether or not sponsored by the library are considered open and thus accessible to the media unless in closed session as allowed by state law, MCL 15.261 *et seq.* Open Meetings Act.
4. Media are subject to the provisions of the *Patron Code of Conduct* and may not disturb the normal operations of the library.
5. The library's primary point of media contact shall be the Library Director, the Shelby Township Community Relations Director, or their designee(s).
6. In general, credentials are not required to cover day-to-day activities. The library may require media to be credentialed for events of high interest or limited capacity.
7. In the event of a critical incident or emergency requiring police or fire response, access to areas usually open to media may be limited to allow emergency personnel to ensure safety and security.
8. Video and/or photographic use of Shelby Township Library's facilities and employees for production of partisan political products must have prior approval of the Library Director and must not imply or infer any institutional endorsement through the use of identifiable logos or logotypes, marks, symbols or music.
9. Photographers must obtain permission from patrons before videotaping or photographing. In the case of minors, verbal permission must come from the parent or legal guardian.
10. Shelby Township Library and Community Relations staff may photograph, film, and record library events and patrons for promotional use. Visitors to the library, or participants in any library event being captured on film or by photograph, will be



advised in advance, verbally or through signage, that their participation in the event acts as consent to being photographed, filmed, or recorded, unless they otherwise clearly indicate to the contrary to library staff. To ensure the privacy of all individuals, their images will not be identified using full names or personal identifying information without approval from the photographed subject, parent, or legal guardian. This applies only to open, public events. Closed events such as class visits would require releases and/or permissions from the supervisor of the visiting organization.

11. State law, MCL 397.601 *et seq.* Library Privacy Act, prohibits the disclosure of patron records including whether or not an individual is a patron of the library.

Approved by Library Advisory Commission 01/18/2024

Adopted by Board of Trustees 02/06/2024