

## **Public Relations Policy**

*Approved July 11, 2011*

The public relations goals of the Kinderhook Memorial Library are:

- To promote community awareness and active participation in library services and programs
- To develop public understanding and support of the library and its role in the community

The Board of Trustees recognizes involves every person who has connection with the Library. The Board urges its own members and every staff member to realize that she or he represents the library in every public contact. Good service supports good public relations.

The Board will establish and maintain a budget to cover costs related to printing, publication, postage and supplies in order to promote effective outreach to the community.

All public relations materials must be reviewed and approved by the Library Director or the Board President.

### **Photograph and Video Use**

Programs, events and classes at the Kinderhook Memorial Library may be photographed or videotaped for library promotional purposes. Notify library staff if you prefer not to be photographed. In addition, you may be asked to sign a photo release form (below) for you or your child.

Prior permission from library staff is needed before any private individual may take photographs or videos in the library or at library programs and events.

### **Emergency Situations**

In the event of an emergency situation, official statements to the public and media will be made by the Library Director, Board President or designee placed in charge of the Library. If it is necessary for the library staff to provide the public with information, the library administration will inform the staff what is to be said. In the event that the Library has to close due to an emergency situation or inclement weather, the Library Director or designee will contact the media.

Photo Release Form

I hereby give consent for the Kinderhook Memorial Library to use my photograph or likeness and the photograph or likeness of the children listed below in its publications, including its website. I attest that I am the parent or legal guardian of the children listed below.

Parent Signature:

\_\_\_\_\_

Names and Ages of Children:

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Name: \_\_\_\_\_ Age: \_\_\_\_\_