

Media Relations Policy

Policy Statement

The following media relations policy has been developed to ensure the public receives consistent and accurate information about Brandon Township Public Library ("Library") and to protect the privacy of all Library users.

Regulations

- A. The terms of this policy apply to members of the public, including the news media.
- B. The public, including the news media, may attend all meetings of the Library Board or a public body that is required to follow the Open Meetings Act, unless in closed session as allowed by state law¹ or limited by capacity.
- C. The public, including the news media, is subject to the Library's policies, including the Patron Behavior Policy while in the Library or on Library property.
- D. The Library's primary point of contact with the news media shall be the Library Director. If the Director is unavailable, the contact shall be a Library Manager if available or the Library Board President. Employees and other members of the Library Board shall adhere to the following;
 1. Refer all requests for information about the Library, its policies, and operations to the Library Director. If the Director is not available, requests shall be sent to a Library Manager, if also not available, the Library Board President.
 2. Not speak of or represent, either verbally or in writing, the Library unless otherwise authorized.
 3. Receive the Library Director's approval for any promotional materials, letters to the editor, or press releases.
- E. Instances where staff may be authorized to speak to the media on behalf of the Library fall into the area of operational inquiries such as:
 1. Answering a reference question or providing materials from Library collections.
 2. Talking about a particular program, exhibit, or service for which the Library employee is responsible.

¹ MCL 15.261 *et seq.* Open Meetings Act

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F. State law² prohibits the disclosure of patron records.

Photography

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

1. 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 without the approval of the Library Director.

2. The Library permits commercial photography on or in its buildings and grounds if a written request is submitted to and approved by the Library’s Director or designee. Commercial use includes taking portraits, filming, movie-making, and similar activities for profit.
3. 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

² MLC 397.601 *et seq.* Library Privacy Act

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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.

4. The Library does not endorse any content of photographs or videos taken in the Library or on Library property.
5. 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.

- B. 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, the 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.
(* See Photo/Video/Audio Release Form)

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

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