**Media Relations Policy & Procedures**

***Purpose:***

The purpose of this policy is to ensure that The Gloucester Lyceum & Sawyer Free

Library Incorporated (SFL) Board Members, Committee Members, Staff, Volunteers and independent contractors working on behalf of the Sawyer Free Library understand what is

expected of them concerning all media inquiries and communication with media.

**Policy and Procedures:**

When Gloucester Lyceum & Sawyer Free Library Incorporated Board Members, Committee Members, Staff, Volunteers or independent contractors working on behalf of the Sawyer Free Library are contacted by the media, including but not limited to: print, electronic, television, radio and social media, regarding any library-related issue, they are to immediately direct the inquiry to the President, Vice President or Chairperson of Corporate Communications Committee (CCC) of the SFL’s Board of Trustees. It will be their responsibility to respond or designate the appropriate spokesperson to respond to the request in a timely and thorough

manner.

SFL Board President, in consultation with the Vice President, CCC Chair and the Library Director, will manage the SFL’s response to media requests for information, interviews, filming and photography on Board matters and sensitive issues. SFL’s Board President, Vice President and/or CCC Chair or a designate will be the spokesperson when statements on behalf of Sawyer Free Library are required.

SFL’s Board President may assign other representatives to speak on specified topics as appropriate. Other Board Members and Corporation staff will not act as spokespersons unless delegated by the Board President, Vice President or CCC Chair.

The Library Director is the primary spokesperson for the Library’s public services. Library staff are to refer all media inquiries directly to the Library Director or Assistant Director, who will then contact SFL Board President when appropriate. Staff may be designated by the Library Director to speak to the media about services and initiatives they are familiar with and for which they have direct responsibility.

Volunteers will not speak on behalf of SFL and /or the Board about SFL matters. Volunteers shall inform the Board President or Library Director if asked for information or to comment on all SFL matters.

# *Policy revision approved by the Board on November 24, 2020*