

# Media Policy

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*Adopted February 2022*

*Next review scheduled for February 2024*

## **Purpose**

The board of the Craighead County Jonesboro Public Library seeks to ensure that the public receives consistent and accurate information about the library. This policy has been developed to ensure uniformity and continuity of messages from the Board of the Craighead County Jonesboro Public Library. It is a tool to facilitate communication with the media, officials, and residents of our service area.

## **Definitions**

Media includes traditional news sources (print, radio, and television), online (websites) and social media (blogs, Instagram, Facebook, YouTube, LinkedIn, Twitter, etc.), and other sites where content is generated by users.

The Chairperson of the Library Board is the elected chair of the board voted on by the Board of Directors.

The Director of the Library is the head librarian hired by the Board of Directors.

The Public Relations Department is the department that supervises and assesses public attitudes and maintains two-way relationships between the library and the public. The department is made up of a Public Relations Manager and staff.

## **Guidelines**

In order to provide the most current and consistent information about the Library Board, all contact between the board and the news media will be carried through the Chairperson of the Library Board, the Director of the Library, an appointed board member, or member of the Public Relations Department. The Chairperson of the Library Board is the official spokesperson of the Library Board. Individual board members may not speak to the public or media on behalf of the Library Board unless authorized by the Chairperson of the Library Board. To directly contact the Library Chairperson, email [board@libraryinjonesboro.org](mailto:board@libraryinjonesboro.org) with Subject Line: Media.

All other inquiries from the media about library policies, procedures, or issues should be referred to the Public Relations Department or the Library Director. To directly contact the Public Relations Department, email [pr@libraryinjonesboro.org](mailto:pr@libraryinjonesboro.org).

The Library Director and Public Relations Department will notify the board of their contact with news media sources.

Library Board members are free to express their personal opinions to the media regarding matters of public concern, including the Library, however, except when it involves confidential information about Library Board members, patrons, or employees. Library Board members who express their personal views to the media must not do so as a representative of the Library and must make that very clear they are not speaking on behalf of the Library. Library Board members must be mindful when speaking to the media/public about personal opinions as they are always seen as members of the Library Board even if they establish that comments are their personal opinion. If a Library Board member has any contact with the media concerning the Library, they must immediately report that contact to the Chairman of the Board and the Library Director.