

## Photography, Videography and Media Relations Policy

### Policy Statement

To ensure that the public receives consistent and accurate information about the library, to protect the privacy of customers using the library, and to ensure that the best possible image of the Clinton-Macomb Public Library (CMPL) is presented to the public, the following policy has been developed.

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### Regulations

1. The terms of this policy apply to the media as well as to amateur photographers and videographers hereafter referred to as “media.”
2. Library grounds and all public areas of the library are open to the media during the library’s regular hours of operation.
3. Media are subject to the provisions of the *Code of Conduct* and *Confidentiality of Library Records* policies and may not disturb the normal operations of the library.
4. The library’s primary point of media contact shall be the Head of Communications and Strategy.
5. In general, credentials are not required to cover day-to-day activities. CMPL may require media to be credentialed for events of high interest or limited capacity.
6. 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.
7. Video and/or photographic use of CMPL’s facilities and employees for production of commercial or 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.
8. Unless authorized under the Michigan Open Meetings Act, media must obtain permission before videotaping, sound recording or photographing other customers in the library. In the case of minors permission must come from the parent or legal guardian. The library reserves the right to take incidental photographs and videos of customers in all public areas other than restrooms to be used for promotional use only.
9. Media may observe and record library staff while completing their official duties without permission so long as they are in compliance with the other regulations of this policy.

10. The library upholds the First Amendment right to freedom of speech and will not remove negative posts on any social media channel unless the post is vulgar or unlawful.

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Approved: May 25, 2022  
Clinton-Macomb Public Library Board of Trustees