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Public Relations and Press Handling

Policy

All media interview requests will be managed by the library director. In the absence of the director, the assistant director will coordinate the library's response.

Procedures

To provide continuity of verbal and print publicity (e.g. interviews, press releases, contributed articles, trade articles) involving Lower Macungie Library and its employees:

- The most qualified individual to handle each request will be determined by the library director, as will content of interview.
- All print media topics and final copy will be approved by the library director. The library director will also determine whether an event, topic, or subject warrants a Lower Macungie Library issued press release, contributed article or quote to the media.

To preserve the ability to meet Library needs under changing conditions, the Lower Macungie Library Board reserves the right to modify, augment, delete or revoke any and all policies, practices and statements at any time without notice.

Approved by the LML Board June 30, 2011