

## **Media, Photography, and Filming Policy**

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The priority of Rawlins Municipal Library is to provide services in accordance with the library's mission statement. The mission of the Rawlins Municipal Library is to enhance and improve the quality of life for all citizens of our community by providing resources that foster individual knowledge, enlightenment, and enjoyment. The policy below is allowed only to the extent that it does not interfere with the provision of Library services and is consistent with the library's mission statement. Library staff will terminate any photography or recording that compromises public safety or security.

### **Spokesperson**

The Library Director or the President of the Board of Trustees will act as the spokesperson for the Library. The City Communications Director is available to provide guidance to the Library Director or the Board of Trustees President when issuing public statements.

### **Approvals**

All press releases, library ads, publications, and public service announcements must be approved by the Library Director and/or the City Communications Manager before release. Before emailing for approval, refer to the Communications Checklist to ensure accuracy.

### **Media Requests**

Media requests for interviews, quotes, or photographs should be directed to the Library Director and/or the City Communications Director. Library staff cannot speak to the media without first obtaining permission from the Library Director.

### **Media Coverage**

The library allows photographers and reporters from news agencies working on stories to promote the Rawlins Municipal Library and its programs, provided that the Media, Photography, and Filming policy guidelines are followed. Any media coverage, including photos, video, or published stories, must be reviewed by the Library Director and/or the City Communications Director before release.

### **Privacy – General**

It is the policy of Rawlins Municipal Library not to photograph or film staff and patrons for privacy reasons. Note that any persons filming or photographing on Library premises have the sole responsibility for gaining all necessary releases and permissions from the persons who are filmed or photographed. The library takes no responsibility for obtaining these releases.

### **Privacy – Professional**

It is the policy of Rawlins Municipal Library not to have professional photography or filming of staff and patrons for privacy reasons. This includes, but is not limited to, using Library buildings, grounds or interiors as a background. This includes photography or filming used to advertise goods or services unrelated to Rawlins Municipal Library for commercial sales.

### **Privacy – Amateur**

It is the policy of Rawlins Municipal Library not to have amateur photography or filming of staff and patrons for privacy reasons. This includes, but is not limited to, using Library buildings, grounds, or interiors as a background. This includes, but is not limited to, YouTube and TikTok videos, as well as recordings of Library programs.

### **Outside Groups**

Groups not affiliated with Rawlins Municipal Library that use the South Dakota Room as a meeting location may arrange for photographers and news media during their individual event. Photography and filming for such events is restricted to the space reserved by the group and may not take place in other areas of the library. Groups must post a notice of filming or photography outside of the room. The notification language should state: “Notice: Filming and Photography in session for this event.”

### **Library/City Photography**

Rawlins Municipal Library and City of Pierre staff reserves the right to take photographs and recordings of Library programs and events. Rawlins Municipal Library staff or City of Pierre employees may copy, display, or publish pictures or recordings obtained from Library events to promote the library. Photo releases will not be obtained in generalized settings.

### **Photographing Children**

Rawlins Municipal Library staff will exercise extra care and caution when considering photographing an individual child for social media purposes. Permission must be obtained from the parent or legal guardian before taking a photo of a particular child (e.g., contest winners). Staff must have parents or legal guardians complete a consent form (see Appendix A) before taking a photo of an individual child. Rawlins Municipal Library sign-up forms will also offer a photo opt-out option for parents/guardians to select. Rawlins Municipal Library utilizes the photo release form provided by the American Library Association.

### **Communications Checklist**

#### **Step 1: Draft**

- Write a short draft of your announcement, flyer, social media post, letter, or press piece.
- Keep the focus on the event, activity, or fundraising effort—not on personal opinions.

#### **Step 2: Submit for Review**

- Send your draft to City of Pierre Communications Manager

#### **Step 3: Feedback & Revisions**

- The Communications Director may edit for clarity, tone, accuracy, or alignment with City/Library messaging.
- Make revisions as directed before proceeding.

**Step 4: Approval**

- Wait for written approval before sharing or publishing.
- Approval may come directly from the Communications Director or through the Library Director.

**Step 5: Publication**

- Once approved, you may distribute/post through: Library or City channels (social media, website, flyers)
- Approved FOL channels (newsletter, email list, etc.)

**Step 6: After Publication**

- Share a copy or screenshot with the Library Director for recordkeeping.
- Monitor for questions or feedback—direct all media or public inquiries to the Library Director or Communications Director.

*Approved by the Rawlins Municipal Library Board of Trustees: June 6, 2015*

*Reapproved by the Rawlins Municipal Library Board of Trustees September 24, 2018*

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