

DRAFT - Montana State Library Communications Policy

Effective communications with the media are critical to the Montana State Library's ability to carry out its mission and promote continued public support for the State Library and its programs, as well as library services throughout Montana. Effective media relations best serve the State Library by:

- informing the public of what we can do for them;
 - promoting the Library's achievements, activities and events of significance;
 - expanding the general visibility of the Library and its programs;
 - ensuring that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature.
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Policy

The Montana State Librarian serves as the official Library spokesperson and conveys the official MSL position on issues of general Montana State Library-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should be referred to the Communications and Marketing Coordinator.

Depending on the specific circumstances, the State Librarian or the Communications and Marketing Coordinator may designate another program administrator or Commissioner to serve as spokesperson on a particular issue.

In cases of critical significance to the Library, the Communications and Marketing Coordinator will work with the State Librarian, other Library Managers, and the State Library Commission to develop a "position paper" to detail the known facts of the situation and summarize the Library's position.

In the event of a crisis or emergency situation, the Communications and Marketing Coordinator will handle all contacts with the media, and will coordinate the information flow from the Library to the public. In such situations, all library programs should refer calls from the media to the Communications and Marketing Coordinator.

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