

COMMUNICATIONS GUIDELINES

Table of Contents

CAMPAIGNS	
Guidelines	Page 2
Flow Chart	Page 3
MEDIA CONTACTS	
Guidelines	Page 4
Flow Chart	Page 6
CONVEYANCE OF INFORMATION FOR PROMOTIONAL PURPOSES	
Guidelines	Page 7
PROGRAMS	
Guidelines	Page 9
CRISIS/EMERGENCY	
Guidelines	Page 10
TRAINING	
Provisions	Page 10

I. PURPOSE

To communicate in a planned and encompassing manner about a specific or select group of Library programs, events, publications and/or services.

II. BACKGROUND

There are, from time to time, programs, services, publications or collection features for which unique and encompassing communications efforts will be developed in order to call greater attention to that program, service, publication or collection feature and all its related components.

III. PROVISIONS

- A. Communications campaigns are developed and administered by the Community Services Department. Campaigns may be undertaken for the purpose of promoting special programs such as priority service relative to the Summer Reading Program or Library Card Sign Up Month or services such as on-line resources, etc. Campaigns may include print publications, signage, displays, banners, buttons, table toppers, prizes, or other details. The scheduling of communications campaigns is to be included in the Community Services Calendar available on line.
- B. Suggested ideas for communication campaigns are first sent to the appropriate department head. These ideas may be for campaigns and promotions on the calendar as well as ones that develop spontaneously. These ideas must be submitted to Community Services at least 3 months in advance of the start date for the campaign. Print publications and/or signage which are part of a campaign will be created or revised for a useful life of 1 year and will be distributed at all 3 buildings.
- C. In the case of Public Services Departments, suggestions or requests accepted at the department head level are then forwarded to the Library Manager who will take them to MOSS for preliminary approval. MOSS will forward approved suggestions/requests to the Community Services Manager. If not approved, MOSS will notify the referring department head(s) of denial or request further development.
- D. In the case of System Wide Services Departments, suggestions or requests accepted at the department head level are then forwarded to the appropriate member of the Executive Team. The process outlined in Step 2 is then followed.
- E. Upon preliminary approval of appropriate member(s) of the Executive Team, requests or suggestions are sent to the Community Services Manager.
- F. The Community Services Manager gathers these ideas, suggestions, etc. and presents them to Community Services staff for discussion.
- G. The Community Relations Coordinator starts a concept file. Community Services and/or relevant department personnel may contribute to the file.
- H. On a timely basis, the concept file goes to Executive Team for concept approval.
- I. If approved, the concept file returns to Community Services to be developed. The file now is officially a project and a detailed project plan will be created by Community Services in collaboration with appropriate staff. The project plan will include scheduling, staffing, costs and evaluation measures.
- J. The completed project plan returns to Executive Team for approval. This step may involve revisions requested by Executive Team.
- K. After final approval, the project plan is implemented.
- L. The completed plan is evaluated by Community Services and those departments/ personnel directly impacted or involved in the campaign. A summary report is sent to Executive Team. The summary report, Executive Team comments, and original evaluation(s) are kept by Community Services and distributed to the departments and/or personnel involved.

Communications Campaign Flow Chart

Any One - Any Department

Ideas/suggestions for a communications campaign of new or existing services, programs or other is processed as follows. This includes special programs such as Summer Reading Program, or services such as on-line resources, etc. In addition to programs, campaigns may include print publications, signage, displays, banners, buttons, table toppers, prizes, or other details.

Svstem Wide Services Departments

Public Services Departments

Community Services Manager and/or Appropriate Executive Staff

Gathers ideas, suggestions, requests, etc. for discussion and development.

Public Service Department Supervisors

Gathers ideas, suggestions, requests, etc. for discussion and development.

MOSS

Request

Approve

Decline

Community Relations Coordinator

Creates preliminary concept file. Works with Community Services staff to develop campaign.

Executive Team

Review Concept

Request

Approve

Decline

Community Services

Make revisions as requested and resubmit.

Community Services

Discuss departmentally and as needed with other department managers or personnel to create complete campaign, including all parts of campaign, time lines, staff needs, implementation and evaluation measures. Send completed campaign proposal in writing to Executive Team.

Executive Team

Review Campaign

Request

Approve

Community Services

After final approval, plan is implemented. Copy of campaign plan forwarded to personnel/ department who initiated idea as well as any to be involved or impacted.

Community Services

Involved Departments

Community Services & Involved Departments

Completed plan is evaluated. Copy of evaluation distributed.

Community Services

Executive Team

Involved Departments

COMMUNICATIONS GUIDELINES - MEDIA CONTACTS

I. PURPOSE

The Naperville Public Library seeks to communicate effectively and efficiently with area residents about Library collections, programs, services and facilities through media channels. It is essential that these communications present a comprehensive and accurate picture. Board and staff members play a vital role in effectively creating, nurturing, and expanding an awareness of the Naperville Public Library's collections, services and programs. The procedures outlined in this document as well as the Communications Policy in no way abridge the freedom of speech of individual staff or Board members when presenting personal opinions.

II. BACKGROUND

The Board of Trustees, in its new Strategic Plan, calls for higher visibility for the Naperville Public Library. One way to achieve this is through increased communications and media coverage.

III. DEFINITIONS:

A. Local media

This category includes media outlets that only serve Naperville. They are our primary source for communicating with Naperville residents and taxpayers. This category includes newspapers like the *Naperville Sun* and *Daily Herald*, monthly serials like *Everything! Magazine* and *Positively Naperville*, television like *NCTV* and *Channel 6*, Naperville-based websites like City of Naperville and Naperville Area Chamber of Commerce.

B. Regional media

This category includes newspapers like the *Chicago Tribune* and *Chicago Sun Times*; magazines like *Chicago Magazine*, and *Chicago Parent*, and radio stations like *WDCB*, *WONC*, and Chicago-based radio and television outlets. We work selectively with these media outlets since our primary audience is Naperville taxpayers.

C. National and professional

This category includes trade periodicals and listservs primarily targeted at professionals in information, library science and other related areas. Examples include *Library Journal*, *American Libraries*, and *Library Hotline*.

D. Spokespeople

Generally, this means the Board members, the Executive Director and members of the Executive Team but other staff may also speak to the media. When media representatives call, purely informational calls are usually handled by Community Services; calls that involve interpretation or speculation, need for quotes, or are about budget or sensitive topics are generally forwarded to the Executive Director and/or appropriate member of the Executive Team. Upon occasion, managers, supervisors or other staff may be authorized to speak on behalf of the Library.

IV. PROVISIONS

A. Routine Media Dealings

1. Media representatives usually call members of the Board of Trustees, Executive Team or Community Services staff. We strive to answer their questions, get statistics and information for them, etc. If they request a visit to one of our facilities or seek input from a specific area, every effort is made to alert staff to the scheduled visit or call. Known changes to a scheduled visit or call are conveyed between Community Services and the appropriate staff. Unscheduled visits or calls should be conveyed between the appropriate staff and Community Services.

B. Photographs and Photographers

1. When staff or a contractor is taking the photographs for Library use, in NPL publications or on our web site, permission is sought prior to taking the photographs. Library courtesy practice is to ask permission first, but a signed release is not mandatory as we state the possibility of patrons being captured in photographs for Library use in our program guide(s). In the case where a large group photograph is being taken on behalf of the Library the courtesy practice of asking permission is not necessary. The courtesy

practice of asking permission is generally applied where individual(s) or persons in small groups are expected to be clearly identifiable in the photograph.

2. In the case of photographers representing the media, Library personnel are asked to gently convey the courtesy practice of asking first but are not responsible for the actions or practices of that photographer. The Library is a limited public forum and as such the media may come in and take photographs without written releases from those in the shot(s). Keep in mind that they are professional photographers who understand their responsibilities and the degree of liability any of their photographs may expose their employer to.

C. Tracking Media Contacts

1. Community Relations Coordinator is charged with keeping track of all media contacts and this information is part of our statistical database. PICs will include media contacts in their regular reports.

D. Clipping or Notice of Publicity

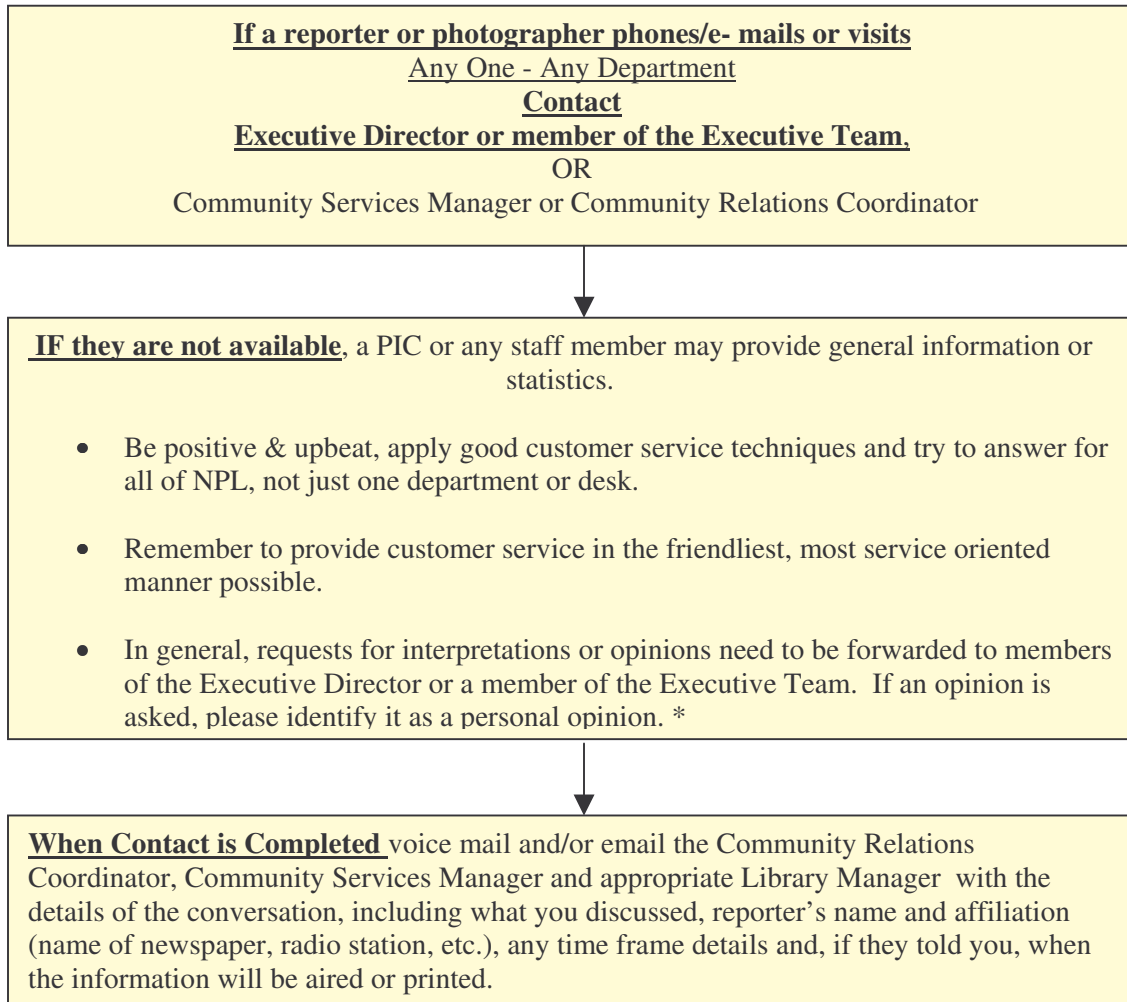
1. The Administrative Secretary is charged with clipping articles about NPL from local and regional newspapers. These clippings are distributed to: Executive Director (original), with copies to the Community Services Manager, Community Relations Coordinator and Board of Trustees in their regular packet.
2. For all clippings and copies, the Administrative Secretary should give an indication of placement. When the coverage received key placement (front page, section front, etc.) the copies should incorporate the section masthead.
3. Capturing all of our media coverage is difficult. If you see or hear any media coverage about NPL please let the Community Relations Coordinator know. This is especially true of articles in homeowners' newsletters, organizational or church publicity, radio and television airings. The information will then be processed with other clippings.

E. Reporting of Inaccurate Information

1. The Community Services Department needs to hear if you or a patron sees or hears inaccurate information about NPL. Please call or email the Community Relations Coordinator with this information as quickly as possible. If a patron calls in, either take down the information and email it or forward the call immediately to the Community Relations Coordinator's extension 2223. Every effort will be made to correct the information.

What Should Happen When the Media Calls, Comes on Schedule or Just Shows Up? we know in advance, Community Services will make every effort to let the Management Team and PICS know when media will be calling or visiting.

Media Contact Flow Chart



* The procedures outlined in this chart as well as the Communications Policy document in no way abridge the freedom of speech of individual staff or Board members when presenting personal opinions.

COMMUNICATIONS GUIDELINES - CONVEYANCE OF INFORMATION FOR PROMOTIONAL PURPOSES

I. PURPOSE

To communicate in a planned and encompassing manner about a specific or select group of Library programs, events, publications and/or services that may be appropriate for promotion.

II. BACKGROUND

There are many programs, services, publications, collection features or other general information which are unique, noteworthy and/or new and as such have potential for promotional purposes and should be conveyed to the appropriate Library personnel for follow up.

III. PROVISIONS

- A. The promotion of Library programs, services, publications, collection features or other general information are developed and administered by the Community Services Department.
- B. Suggested ideas for promotional efforts, such as those listed below in 'F', are to be sent to the Community Services Manager and copied both the immediate Supervisors and to the relevant Executive Team member(s).
- C. Upon approval by appropriate member(s) of the Executive Team, requests or suggestions are presented to the Community Services staff for promotional development in collaboration with appropriate staff.
 - 1. When conveying ideas and suggestions share any detailed information that is known.
 - 2. Share ideas as to how and why the public needs to know.
 - 3. Share what the public may not expect but should know.
- D. The Community Services Department will create and issue promotional materials as deemed appropriate to convey the information to the public.
 - 1. Means of promotional conveyance may include, but are not necessarily limited to a press release, the NPL website, @ *Your Library* e-newsletter, Library's columns in local print media, the weekly radio show on WONC, staging of photo opportunities, interviews with staff, scheduling feature coverage with a local newspaper, etc.

IV. EXAMPLES

- A. Patrons are inquiring.
 - 1. People are asking whether the Battle of the Books list is ready yet.
- B. Patrons are NOT inquiring about it but should be.
 - 1. The Library offers so many services that people can't possibly know or remember them so a reminder may be needed from time to time.
- C. It is something new.
 - 1. The Library can generally get coverage of a truly new service as well as using internal promotional tools such as the website.
 - 2. An alert about something new being planned is very helpful to the promotional effort but make sure to be clear on when the promotion is to be initiated. Be cautious not to encourage promotion before the service is truly ready for public consumption.
- D. It is something that has been revised, changed or upgraded.
 - 1. Community Services routinely promotes the Library's service and programs. Any changes or upgrades are conveyed so that promotions can be revised to reflect the new feature(s).
 - 2. If known, give advance warning of such changes or upgrades so a plan can be set in motion to coincide with that change/upgrade.

E. It is something unique or exceptional.

1. A cute story of a patron interaction such as the return of a very special bookmark to a Board member.
2. Amazing statistics, records setting numbers, etc.

F. It showcases Library staff.

1. Presentations, workshops, classes, etc. that NPL staff have conducted for outside entities.
2. Awards or appointments received by NPL staff.

COMMUNICATIONS GUIDELINES - PROGRAMS

I. PURPOSE

To communicate in a thorough and timely manner any changes occurring that affect the status and/or promotion of a Library program.

II. BACKGROUND

There are, from time to time, events or activities that change the status of a program after promotion has begun, such as ticket requirements, funding source or ticket distribution reaching capacity. Such changes in status require prompt action and attention to disseminate that new information to the staff and the public.

III. PROVISIONS

- A. In the event that ticket distribution for any program reaches the point where 50% or more of the tickets at any given building have been distributed the following procedures will be followed.
 - 1. A call will be placed to the Program Coordinator by one or more of the respective desk personnel. In the absence of the Program Coordinator the Community Services Manager will be notified.
 - 2. The Program Coordinator, or designee, will confirm ticket supplies at each building and continue to monitor the supplies on a daily basis.
- B. In the event that ticket distribution reaches 95% capacity the following procedures will be followed.
 - 1. The Program Coordinator will notify Management Team, via email, as to status of tickets for the program.
 - 2. The Program Coordinator will notify the Public Relations Coordinator, via email, to make changes to media outlets including, but not necessarily limited to, the *Naperville Sun* column, WONC script, Library web site and press releases.
 - 3. The Program Coordinator will notify the Graphics Technician to apply signage to program specific banners, posters and/or signage to convey tickets are no longer available.
 - 4. The Program Coordinator will notify the Switchboard of the program/ticket status.
 - 5. The Program Coordinator or Graphics Technician will notify Floaters at each building should it be determined that poster or other print pieces are to be removed from public display.
- C. In the event that an outside funding source changes requirement to use tickets a program, the Program Coordinator, or designee, will follow the following procedures.
 - 1. The Program Coordinator will notify Management Team, via email, as to the change in status.
 - 2. The Program Coordinator will notify all desks distributing tickets for that program and the Switchboard that tickets are no longer required and distribution can cease.
 - 3. The Program Coordinator will notify the Public Relations Coordinator to make changes to media outlets including, but not necessarily limited to, the *Naperville Sun* column, WONC script, Library web site and press releases.
 - 4. The Program Coordinator will notify the Graphics Technician to apply signage to program specific banners, posters and/or signage to convey tickets are no longer required and acknowledge funding source.
 - 5. The Graphics Technician will work with Facilities personnel and/or Floaters at each building to apply the additional signage to posters, signage and/or banner as needed.
- D. Upon request, the Public Programming Coordinator, or designee monitoring the program, will be provided with a walkie-talkie by the PIC of the building one (1) hour prior to performance start time. The walkie-talkie will be returned to the building PIC within one (1) hour following the conclusion of the program.
- E. For any program with advance ticket distribution of 75% or more, the Program Coordinator, or designee, will conduct a preprogram briefing no less than one (1) hour prior to doors opening with the building's PIC and Facilities Monitor, subject to the PIC and Monitor's availability.

COMMUNICATIONS GUIDELINES - CRISIS/EMERGENCY

I. PURPOSE

To communicate in an effective and informative manner during times of crisis or emergency.

II. BACKGROUND

There may be, from time to time, occasions of internal or external crisis/emergency that require calm, effective, informative communication with staff, the public and/or the media

III. PROVISIONS

- A. In most cases, Crisis Communication information may be found in NPL's Emergency Manual (<http://staff.naperville-lib.com/intranet/policy/emergency/index.htm>).
- B. In case of a situation not covered by the manual, contact the Executive Director or member of the Executive Team. **If they are not immediately available**, a PIC, the Community Relations Coordinator or any staff member may tell the truth as calmly, clearly, and quickly as possible. Any requests for interpretations or opinions need to be forwarded to the Executive Director or a member of the Executive Team. If an opinion is asked, please identify it as a personal opinion. *

COMMUNICATIONS GUIDELINES - TRAINING

I. PROVISIONS

- A. All members of the Management Team and PICs will receive a copy of these Communication Guidelines and flow chart as well as training in basic techniques for dealing with the media.
- B. All new members of the Board of Trustees should receive basic media training that includes NPL procedures as well as information about Illinois' Sunshine Laws, the federal Patriot and Freedom of Information acts.