

## **Guidelines for Media Cosponsorship of Public Library Programs**

Commercial media (television, radio, cable, newspaper) that desire to cosponsor a public library program where paid advertisers are needed to underwrite the cost of the program should adhere to the following guidelines:

Submit to the library Branch Manager a written outline of the proposed project to include:

- Name of the program
- Purpose of the program
- Who is involved (include names and affiliation)
- Where and when the program will be held (place, date, time)
- A description of what will happen
- A list of any equipment the library needs to provide
- A list of businesses that might be approached to underwrite the program

The Branch Manager, in coordination with the Pioneer Library System Public Information Office, will review the proposed project and advertisers for compatibility with the mission of the library. If the project is approved, businesses would be allowed to use logo's and acknowledge support of the library program, but not endorse or sell specific products. In addition, the organization submitting the request will be responsible for securing all photo and/or television release authorizations for reprint or airing images of private citizens, and will hold the Pioneer Library System harmless for failure to do so.

*Reaffirmed by the PLS Board of Trustees, October 30, 2001*