

J. GUIDELINES FOR MARYLAND LIBRARY ASSOCIATION PRESS RELEASES

The Guidelines for MLA Press Releases were developed to help MLA reach its goal to disseminate and communicate ideas and information about the Association, libraries, and library issues to the library community and the public.

1. A Press List, including contact name, media name, address and deadline date will be maintained in the MLA office. This list will serve as a master list and a target list will be developed for each press release issued.
2. A portion of the MLA postage budget will be used to mail the association-wide press releases.
3. The postage costs for press releases for division or interest group programs must be included in the program costs.
4. A press release letterhead will be designed.
5. Requests for press releases may come from Committee/Panel/Interest Group Chairs, Division Presidents, the MLA Executive Director, or any interested MLA member.
6. Requests for press releases should be made during the planning stage. (At least four months prior to a program and as soon as possible for other association news.)
7. Requests for press releases should be submitted to the Executive Director. The request may be made in writing, in person, or by telephone. The Executive Director will discuss the news item or program and to whom the press release should be distributed. This will allow a computation of estimated cost for the press release.
8. The Executive Director will bring any concerns regarding press releases to the attention of the MLA Steering Committee or the Executive Board/Advisory Council.

Approved by the MLA Executive Board & Advisory Council
September 15, 1992