

## **Communications with the Media and the General Public**

It is important to have only one spokesperson for the institution. This person should discuss what occurred with the approval of the administration. Indicate when the operation will be back up and running, what services are available, where the library is temporarily located, and what hours it is open.

Information about the disaster can and should be made available to the media. This will enable the institution to get publicity about the disaster, the collections and services, and to solicit assistance and donations.

It is important to remember that fund raising and development campaigns, essential for nonprofit and cultural institutions, are the most effective for the first six months after the disaster. If you need to rebuild the collection or the building, then start the fund raising and development campaign immediately.