

Policy Type:	Services	Review(r)/Revision(R) Dates:	r. 19/06/2017
Policy Title:	Public and Media Relations Policy		R. 23/04/2018 M.
Policy Number:	SERV-02		
Initial Policy Approval Date:	30/11/2015 M. 2015-066		

Policy Statement:

The Powassan and District Union Public Library is committed to keeping its community informed and it is important that messages to the public and media regarding Library policies, resources, programs and services be clear, consistent and accurate. The Strategic Plan will serve as a guideline for how the Library will portray its image and identity through its public relations activities.

Definitions:

Public relations influence the public’s perception, attitude and opinion of the Library. Public relations activities include, but are not limited to, generating publicity, including all promotional materials produced by and for the Library such as: pamphlets, posters, flyers, bookmarks, displays and newsletters (print and online); posting to social media sites; posting to the Library’s website; and purchasing and placing advertisements.

Media relations include media interviews, contacting the news media with story ideas; submitting articles to the news media or other platforms, issuing press releases, photographs and video opportunities.

Public Relations:

Staff or Board members may receive in-person, telephone, fax, online, email and other electronic requests for information. When staff or Board trustees are asked to provide the public with information related to Library business or policy, Library administration will provide clear guidelines for responding to such requests. All Library related communication by email with the public or external organizations must use the Library’s email address and not their personal email address.

The Board Chair (or designate) is the source for information on policy matters under discussion, such as budget, service expansion or reduction, policy, or personnel, and inquiries related to the underlying principles of a policy that is open to interpretation from a political, constitutional, and/or legal perspective. The Library CEO or designate is the source for information on matters of established Board policy and procedures and general operations or direction of the Library. Examples include special events, promotions, hours of service or borrowing regulations.

Media Relations:

Effective media relations serve the Library by:

- Informing the public of our services and resources;
- Promoting the Library's achievements, activities and significant events;
- Keeping the Library visible in the community; and
- Ensuring that accurate information is conveyed to the public regarding the policies and practices of the Library.

Media requests for information received by employees, Board trustees or volunteers shall be forwarded to, and fielded by the Library CEO. The Library CEO or the Board Chair are the designated spokespersons permitted to speak on behalf of the Library. Library Staff are also not permitted in their capacity as Library employees to write "letters to the Editor", take part in radio call-on shows, social or media blogs, or to approach media outlets with story ideas, unless they have been designated to do so by the Library CEO. The Library CEO or designate may authorize a staff member to speak to the media on a specific issue or event relating to their area of expertise. These appointments shall be of a limited, designated time period. No one else is authorized to speak to or write to the media on behalf of the Library without prior written authorization from the CEO or his/her designate. Employees who represent the Library as media spokespersons should avoid speculation on any topic and refrain from offering personal opinions about Library policies or programs, even when asked to do so by a reporter.

When dealing with the media, disclosure restrictions imposed by the Freedom of Information/Protection of Privacy Act must be observed.

Press releases and other materials will be prepared by the Library CEO and/or the Board Chair. Staff or Board members listed as contacts on press releases are responsible for answering inquiries from the media regarding the releases. Corrections of erroneous media reports will be at the discretion of the Board Chair.

Media Events: The Library CEO or designate will invite the media and/or guests to attend media events. If political representatives are to be invited, all members of all contracted municipalities will be invited.