

POLICY 1.5.5

BIBLIOTHÈQUE PUBLIQUE DU CANTON DE RUSSELL TOWNSHIP OF RUSSELL PUBLIC LIBRARY



Type of policy :	Governance Policy
Title of policy :	Media Relations Policy
Number of policy :	1.5.5
Approval date :	November, 2015
Dates of modifications/revisions :	
Next revision :	2020

Statement of purpose

The Board is committed to keeping the community informed about the library and maintaining a good relationship with the press and other media.

The intent of this Policy is not to limit press access but to make sure the public receives clear, consistent and accurate information about library policy, procedures, programs and services.

GUIDELINES

1. Official Spokespersons

1.1 The following designated spokespersons are permitted to speak on behalf of the Board and the Library: Chair of the Board, Chief Executive Officer, Head of Communications. No one else is authorized to speak or write to the media on behalf of the Library without prior written authorization from the Chief Executive Officer or the Chair of the Board.

1.2 From time to time, the official spokespersons may authorize a staff member or Board member to speak to the media on a specific issue relating to his area of expertise. These authorizations shall be for a limited, designated time period.

2. Contacts initiated by the media

2.1 The Head of Communications or his designate is the central contact point for all requests for information from the media.

2.2 All such information requests received by employees, members of the Board or volunteers shall be forwarded to, and fielded by the Head of Communications.

2.3.1 The Head of Communications has the administrative responsibility and authority to respond officially to information requests from the media by providing information, opinions or policy interpretation or referring the question to the appropriate staff member with the expertise.

2.3.2 In some cases, the Head of Communications may confer with the Chief Executive Officer to determine the course of action. The Chair of the Board may also be consulted when required.

2.4 The Chair of the Board shall be notified immediately and all Board members shall be notified within 24 hours when an official response or statement is made to the media on behalf of the Library.

2.5 Representatives of the press or other media are welcome within the public areas of the Library and are welcome to attend in a working capacity events, programs or meetings within the Library that are open to the public.

3. Contacts initiated by the library

3.1 The Head of Communications is the staff member designated to prepare press releases and any other material for the media and answer inquiries from the media regarding a release.

3.2 All promotional materials will be reviewed by the Head of Communications prior to distribution to the press, other media or the public.

4. Photographs, video or audio recordings

4.1 When patrons or program participants are named in a photo, video or audio recording produced by the library, the library will obtain consent before releasing the photo, video or audio recording to the media.

4.2.1 Library users have a right to use library facilities undisturbed and in privacy.

4.2.2 No photographs, video or audio recordings by the press or other media are allowed in the library without prior permission from the library.

4.2.3 Representatives from the press and other media may interview library users only outside library facilities.

5. Speaking engagements

All speaking engagements made by library staff or Board members on behalf of the library will be coordinated and approved through the Head of Communications or the Chief Executive Officer.