

## **MANAGEMENT GUIDELINES FOR PUBLIC RELATIONS / MEDIA RELATIONS**

**MG-OP-24**

COMMITTEE: Strategic Leadership Team	PASSED: 23 June 2016
TOPIC: Recruitment and Employment	AMENDED:
	REVIEW PERIOD: As required

### **MANAGEMENT GUIDELINES**

#### **Public Relations Guidelines**

Public relations activities will be guided by the Library's current Communications Plan. The current Strategic Framework and Plan will also serve as a guideline for how the Library will portray its image and identity through its public relations activities. The Communications Plan will be reviewed annually to ensure current messages are reflected, and ensure alignment with the Strategic Framework and Plan.

Authority for public relations activities rest with the Library Director or designate and the Communications/Events Coordinator.

All written submissions received from agencies or individuals are subject to editing. This includes, but is not limited to, news releases, submissions for advertisements, articles, poster and fliers.

The Library's graphic and style standards, outlined in current *Identity Guidelines* and *Editorial Style Guide* documents, will apply to all information being released or published. All material being released or published is subject to the approval of the Director of Library Services or designate or the Communications/Events Coordinator before being released.

#### **General Media Relations Guidelines**

All media inquiries received by the Library are to be directed to the Communications/Events Coordinator, who will either supply the requested information or contact the Director of Library Services for further direction on responding.

For media inquiries relating directly to policy matters under discussion, such as budget, service expansion or reduction, policy or personnel, the Board Chair (or designate) will be consulted.

When dealing with the media, disclosure restrictions imposed by the Freedom of Information/Protection of Privacy Act and the Library's PROTECTION OF PRIVACY AND CONFIDENTIALITY policy (B-OP-11) must be observed.

Staff, in their capacity as employees of North Vancouver District Public Library, are not permitted to write “Letters to the Editor” to any publication. Those authorized to write letters to the Editor on behalf of the Library are the Director of Library Services, the Library Board Chair or their designates.

Library Staff are also not permitted in their capacity as Library employees to 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 Director of Library Services. If a staff member has a story idea for the media, they are to contact the Communications/Events Coordinator to discuss.