

POLICY: PUBLIC RELATIONS / MEDIA RELATIONS

POLICY #: B-OP-24

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| COMMITTEE: Library Board | PASSED: 23 June 2016 |
| TOPIC: Operating Policies | AMENDED: |
| | REVIEW PERIOD: As required |

PURPOSE

To provide guidance on appropriate roles and responsibilities for Library interactions with the media.

SCOPE

This policy applies to all employees, Trustees and Library volunteers.

POLICY

North Vancouver District Public Library recognizes that media (print, radio, television and web) is an important resource to communicate news about the Library to the public. The Library is committed to the accurate and effective flow of information to the public, and strives to foster a positive, co-operative relationship with the media.

Public Relations

Public relations involves the overall interaction between North Vancouver District Public Library and members of the public. Public relations activities are designed to positively influence the perception, attitude and opinions of members of the public.

Public relations activities at the Library include: generating publicity using posters, fliers, bookmarks, pamphlets, displays, newsletters (both print and online); contacting the media with story ideas; submitting articles to the news media or other platforms; issuing news releases; posting Library information to social media sites; posting to the Library’s website; purchasing and placing advertisements.

Library Spokespersons

Those authorized to speak publicly or to the media on North Vancouver District Public Library business are the Library Board Chair (or designate), the Director of Library Services, the Communications/Events Coordinator and employees designated by the Director of Library Services.

The Board Chair (or designate) is the source for information to the media on policy matters under discussion, such as budget, service expansion or reduction, policy or personnel.

The Director of Library Services (or designate) and the Communications/Events Coordinator are the sources for information to the media on matters of established Board policy and procedures. Examples include special events, promotions, hours of service, or borrowing regulations.

RESPONSIBILITIES

The **Library Board** is responsible for this policy.

The **Director of Library Services** is responsible for implementing this policy.

RELATED POLICIES:

- MG-01.8 SOCIAL MEDIA
- B-OP-11 PROTECTION OF PRIVACY AND CONFIDENTIALITY