

Media Relations Policy

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Policy Category:	Operations
Approved by:	OPL Board
Accountability:	CEO or designate
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Purpose Statement

The Oakville Public Library (OPL) is committed to keeping its community informed, and ensure its messages to the media are clear, consistent and accurate. The Media Relations Policy provides a clear list of individuals who are permitted to speak to the media on behalf of OPL.

Scope

This policy applies to all OPL stakeholders including, but not limited to, OPL staff, board members, volunteers, partners, and sponsors. In order to speak or write to the media on behalf of OPL, one must obtain written authorization from the Chief Executive Officer (CEO) or their designate.

Policy Statement

The library's Integrated Marketing and Communications department is the central contact point for all requests for information from the media. All such information requests received by staff members, OPL board members, or volunteers shall be forwarded to, and fielded by, the Manager of Integrated Marketing and Communications or designate.

The following designated spokespersons are permitted to speak on behalf of the OPL:

- Chair of the board
- Chief Executive Officer (CEO)
- Director, Innovation & Integration
- Manager, Integrated Marketing & Communications

No one else is authorized to speak or write to the media on behalf of OPL without prior written authorization from the Chief Executive Officer (CEO) or their designate.

The Manager of Integrated Marketing and Communications, will confer with the CEO or designate to determine the appropriate course of action. The Chair of the board will be consulted as required.

On occasion, the CEO, Chair of the board, Director of Innovation and Integration, and/or Manager of Integrated Marketing and Communications, may authorize a board member or a staff member to speak to the media with respect to a specific issue relative to his/her area of expertise. These appointments shall be limited, and for a designated time period.

If, at any time, OPL staff members, board members or volunteers identify themselves to the media, are identified by the media, or identify themselves through a social media platform, it must be indicated that the views expressed are personal views, and not necessarily those of OPL.

The Chair of the board shall be notified immediately when responses are made to the media on behalf of OPL. All board members shall be notified within 24 hours after a statement has been made to the media.