

# REPORT

## Oakville Public Library Board

Meeting Date: July 18, 2024

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**FROM:** Oakville Public Library

**DATE:** July 9, 2024

**SUBJECT:** Media Relations Policy – July 18, 2024

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### RECOMMENDATION:

That the updated Media Relations Policy (Appendix A) be received for feedback.

### KEY FACTS:

The following are key points for consideration with respect to this report:

- The Media Relations Policy was last reviewed and approved in February 2020.
- Following a comprehensive review of industry best practices and similar policies from other library boards, the OPL Media Relations Policy was updated to incorporate minor revisions to improve clarity and readability. Changes can be reviewed via track changes with Appendix A.

### BACKGROUND:

The current Media Relations Policy, approved in February 2020, was scheduled for review. Benchmarking against other libraries and industry best practices confirmed that it continues to maintain the appropriate level of control required in today's media landscape.

### COMMENT/OPTIONS:

The proposed policy provides a framework for how OPL should approach public communication, streamlining and enhancing our ability to better communicate to the Oakville community.

Following a comprehensive review of industry best practices and similar policies from other library boards, the OPL Media Relations Policy was updated to incorporate minor revisions to improve clarity and readability. Changes can be reviewed via track changes with Appendix A.

**APPENDICES:**

Appendix A - Media Relations Policy (2024)

Appendix B - Media Relations Policy (2020)

Prepared by:

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Submitted by:

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