

Policy Number: PR 09
Policy Title: Media Relations Policy
Policy Status: Not required under Act or Regulation
Date Approved: November 19, 2018
Date Amended: December 16, 2024
Date for Review: 2027

Definitions

Media Relations: Communications with representatives from newspapers, magazines, radio and television programs, government publications, electronic publications and paid advertisers.

Communication Team: the Library's Strategic Services Manager and Communication Specialist.

Purpose

- Strathcona County Library, as a publicly funded institution, is committed to keeping its community informed about its plans, services, facilities, Library Board and other matters.
- It is important for the Library's messages to the media be clear, consistent and accurate.
- It is important that messages provided come from individuals who possess both the knowledge and authority to speak on the Library's behalf.

Library staff and Board members have a responsibility to ensure that their actions and words create a positive image and protect the Library's reputation. Whenever staff, Board members or volunteers who are not official designates identify themselves to the media, they must indicate that the views expressed are personal, and do not necessarily reflect those of Strathcona County Library.

Responsibilities by Situation

Depending on the situations below, responsibility for communication falls to the individuals in the positions indicated. Those responsible may authorize another staff or Board member to speak to the media for reasons of timing or specific expertise.

Emergencies

CEO (or designate) and/or Library Board Chair (or designate).

Library Board Activities, Decisions, Policies

Library Board Chair (or designate).

The Board Chair is the only Board Member authorized to use the media to communicate on behalf of the Board on matters relating to Board policies. The Board Chair may delegate this authority to another Board Member as required. The authority of the Board Chair, or the Board Member delegated to be media liaison, consists of making statements on behalf of the Board that fall within, and are consistent with, a reasonable interpretation of Board policies.

Operational Activities or Decisions

CEO (or designate).


Note: this includes information about library planning and management, or announcements about library staffing, programs and services.

Media Requests

Must be directed to the Communication Team, from which they will be referred to other staff or Board Members as appropriate.

Social Media

Please see the Library's Social Media Policy (PR 03)

Approved by Board Chair	
Date	December 16, 2024