

CHATHAM-KENT PUBLIC LIBRARY

Policy: PROMOTION AND PUBLIC RELATIONS

To ensure that citizens are aware of the Chatham-Kent Public Library and the pivotal role it plays in enhancing quality of life in our community, the Library will actively promote its services, resources, programs, rules and hours of operation.

It is recognized that effective public relations are the responsibility of every employee and trustee associated with the Chatham-Kent Public Library.

In accordance with the Public Libraries Act, all regular and special meetings of the Library Board

“. . . shall be open to the public, except that where the board is of the opinion that intimate financial or personal matters may be disclosed at a meeting and that the desirability of protecting against the consequences of their public disclosure outweighs the desirability of holding the meeting in public . . .”. (R.S.O. 1990, Chapter P.44, Section 16 (3)).

Notice of Board meetings shall be supplied in advance to media outlets. Following approval by the Board, minutes of Library Board meetings shall be forwarded for inclusion in Council information packages and shall be made available in all Library locations for public inspection.

The Library Board and administrative staff shall maintain communications with the Mayor, Municipal Council and other elected officials, keeping them informed of Chatham-Kent Public Library projects, needs and priorities, achievements, etc., and inviting them to participate in library activities, as appropriate.

The Director, Library Services, in consultation with the Board and C.E.O., will be responsible for the Library's promotions strategy.

The Library shall produce an annual report, outlining the Library's services, finances, major donors and achievements. The Library Board Chair shall present this report to Council for information. Copies will be supplied to the Ministry of Culture and the Southern Ontario Library Service, as well as to neighbouring library systems, major donors and the public.

Promotional and informational materials designed for distribution to the public (including posters, flyers, bookmarks, brochures, media releases and the Library's Web page) shall meet standards of quality and consistency established by the Library.

Photography and videography are permitted in libraries if they are for library promotion by the media or for student projects. In order to protect the rights of individual library patrons, express permission must be sought from anyone whose face would be prominently included within the composition of a photograph or videotape.

The Library will utilize print and non-print media to increase public awareness. Media releases shall be issued by facsimile and/or e-mail to local media outlets and municipal service centres. Media releases about upcoming library programs and regular newspaper and Web columns can be initiated by Branch/Department Heads but all other media contacts shall be initiated by or directed to the appropriate Coordinator or the Director. Letters to the editor designed to speak officially for the Chatham-Kent Public Library shall require prior approval by the Director.

Library employees shall be available for public speaking engagements, with prior approval from the Director or designate.

The Library will seek out opportunities to cooperate with other libraries, agencies, schools, organizations and service clubs on joint programs, exhibits and activities aimed at increasing community awareness of libraries and literacy.

In the event of an emergency, official statements to the public and the media will be made by the CEO, Director or designate. If it is necessary for library staff to provide the public with information, library administration will inform staff what is to be said. In the event of temporary closure due to weather or an emergency situation, local media will be notified.