



## **Austin Public Library Commission Media Policy**

Subject: **Media Guideline**  
Contact: **AOPP Administrative Manager**  
Telephone: **974-7528**

### **Purpose:**

- To promote public awareness and understanding of issues facing the Austin Public Library, services and programs and new and emerging initiatives.
- To promote the Commission's reputation and ensure consistency and professionalism in how its members communicate with the media.
- To ensure that an appropriate balance is struck between providing consistent and equitable access to public Commission proceedings and the effective and efficient conduct of these proceedings.

### **Application:**

The media are defined as: Local, provincial or national print outlets (e.g.: daily, weekly and community and student newspapers), Radio and television, News websites, Wire services and Staff or authorized representatives of local Internet information providers (web authors, bloggers, webcasters etc).

### **General Information:**

As an open, accountable and transparent entity, the Library Commission values the role that media plays in communicating Commission news and information to the public, to help inform the public on issues and to report on the public's views and opinions about the Commission. The Commission is committed to developing and maintaining professional working relationships with the media.

### **Guiding Principles:**

- The Commission recognizes the media plays a vital role in the Library Commission's communication activities and encourages accurate media coverage of programs, services and events.
- The Commission fosters positive working relationships with all media, including local, regional and national, in print, broadcast and electronic formats.

- The Commission has a responsibility to provide accurate information and respond to media requests with promptness, courtesy, honesty and respect and welcomes the opportunity to communicate information about Commission matters.
- The Commission maintains an open, transparent communications process that enables journalists to have access all members.

**Spokespeople:**

- Both the Chair and Vice-Chair are official spokespersons for the Library Commission as it applies to Commission agendas, recommendations and resolutions.
- All individual Commissioners may speak to the media as a private citizen. They are not authorized to speak on behalf of the Commission unless explicitly designated by the Chair or Vice-Chair. Commissioners choosing to speak as private citizens are not to include their title/ position or intimate that the response is made on behalf of the Commission. During the meeting, it will also be stressed that Commissioners are personally accountable for any comments made to the media. The Commissioners will be reminded that, should he or she proceed to contact the media, he or she will make it clear that comments are being made as a private citizen and not on behalf of the Commission or in the employee's capacity at Library.

**Media Inquiries:**

- Commissioners are recommended to report inquiries to the City of Austin Public Information Office and Library Department.
- Commissioners may invite a member of the Library Public Information Staff to meet with the media to address inquiries related to Library Operations and policies, or the Commissioner may refer the press to said division during the interview.
- When preparing for a meeting, Commissioners are to follow the City of Austin Public Information Office Media Guidelines in Appendix A.

APPENDIX A

City of Austin Public Information Office Guidelines

Adopted by:

Austin Public Library Commission, September 23, 2013