

## Governance Policies and Procedures

<b>Policy Name: OLA Media Communications Policy</b>	
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<b>Approval Date: September 15, 2021</b>	<b>Date for Review: 2026; Every 3 years</b>
<b>Revised: November 2023</b>	

### **OLA MEDIA COMMUNICATIONS POLICY**

#### **INTRODUCTION:**

The Media Communications Policy governs the Ontario Library Association’s (OLA) media relations.

The OLA will coordinate any media interest for OLA events and programs, as well as assist the media in capturing an accurate picture of Ontario’s libraries and library issues. OLA will also provide resources and interviews for library, literacy and education issues and make every effort to answer inquiries promptly.

#### **PURPOSE:**

This Policy is to ensure that media communications and relations enhance and promote the brand of OLA, its mission, major programs, initiatives, advocacy efforts, and events with key stakeholders in the media. The Media Communications policy will help strengthen awareness of the value of OLA to the library sector and the value of libraries to Ontarians.

OLA will facilitate requests between the media and spokespeople within the library industry and coordinate media accreditation for OLA events.

This policy is in alignment with the following Association Policies: Event Code of Conduct (and Code of Conduct Policy and Procedures), Social Media Policy, and other policies relating to communications.

Media inquiries or questions can be directed to the OLA Marketing and Communications Department at [communications@accessola.com](mailto:communications@accessola.com)

#### **DEFINITIONS:**

The following terms will be used in this policy:

Media: the main means of mass communication (especially television, radio, newspapers, the Internet, and social media) regarded collectively.

Media accreditation: the formal recognition of persons who are working for media outlets and have qualifications and credentials.

Media outlet: any publication, news organization, such as television and radio stations, newspapers, niche magazines, blogs, review sites, or podcasts, and other forms of news coverage.

Media pass: A complimentary admission to an OLA event for the purpose of covering the event for a specified media outlet.

Working media: may include reporters, editors, videographers, freelancers, and journalists, or those who work in niche magazines, blogs, review sites, podcasts, or student magazines or newspapers.

## **PROCEDURES:**

### **Responding to General Media Inquiries:**

The Manager, Marketing and Communications or designate coordinates OLA's media relations and receives inquiries. OLA staff and volunteers who receive media inquiries can forward to the Manager, Marketing and Communications.

### **OLA Spokesperson Policy:**

The President, Divisional Presidents, and the Executive Director communicate with the media and the community on behalf of OLA. In regard to issues impacting a particular library sector, it is recommended that the elected OLA leadership, who are also practitioners, act as spokespeople.

In some cases, the Executive Director and/or the President may not have the expertise and/or knowledge to respond to specific media requests. In these cases, subject matter experts, including OLA volunteers, may be asked to interact with the media. The Executive Director and/or the President, with the Manager, Marketing and Communications, will coordinate a substitute spokesperson. The Manager, Marketing and Communications will provide any media training, preparation and support required.

Any person acting as a spokesperson on behalf of OLA will provide positive, accurate and consistent messaging.

### **Event Media Inquiries:**

OLA hosts professional development events each year in-person and virtually. OLA strives to ensure a positive experience for our members and attendees as part of their professional development.

OLA events are industry events, unless otherwise noted. If media wish to cover certain parts of any one of the events, they can request a media pass. An accreditation policy is in place.

Not all events or sessions are open to the media. Some events may be open to the media, but a question period will not be available to the media. The OLA reserves the right to approve or deny media passes for any reason, and to limit the number of media passes issued.

### **Media Accreditation Policy:**

Those requesting a media pass must be working media, currently employed by or freelancing for a publication, news organization, or media outlet, or those working in student journalism media. Verification of status may be requested from OLA.

### **Media Pass:**

Media request a media pass from the Manager, Marketing and Communications at [communications@accessola.com](mailto:communications@accessola.com).

The following information is required to acquire a media pass:

- Name
- Media Outlet
- Story angle or intended coverage of the event
- Any applicable deadline
- Any specific events or sessions they wish to attend
- Which day(s) they wish to receive the media pass for
- Request to take video, audio, or photos

The media pass (physical or virtual) must be displayed at all times.

Limitations: External event venues may require the media to fill out and sign media permit forms. There may be restrictions due to public health protocols for in-person events. There may also be limitations to capturing digital data, such as video, audio, or photos.

Media presence at events and sessions must also be approved of by the speakers/presenters. OLA will coordinate media presence with these parties.

Exclusions: Media passes will not be issued to guests, volunteers, event presenters or panelists, or those who are not working media, or editorial volunteers from OLA publications.

At all OLA events (in-person and virtual), attendees, including media, must adhere to the [OLA's Code of Conduct Policy and Procedures](#).

## **Super Conference and Forest of Reading Festival:**

### Super Conference:

Media passes to the Super Conference grant access to the following:

- Super EXPO
- OLA Lobby
- Keynote and Spotlight Sessions: Note: there may be exclusions due to speaker contracts or permissions.
- Specific Sessions: Media may request attendance at specific sessions or interviews with specific presenters, which will be granted at the presenters' discretion. This can be coordinated by OLA.
  
- Ticketed Events and Social Events: Media attendance at ticketed events, such as the Public Library Award Gala, is at the discretion of OLA staff and the Super Conference Planning Committee.

### Forest of Reading Festival (In-Person):

The Forest of Reading Festival is an event that includes students K-12. The purchase of wristbands/tickets for student attendees includes the condition of consent for being filmed, photographed and recorded for the sole purpose of Forest of Reading promotion. This information is provided in the child permission forms from the library or school to the parent/guardian for students under 18 years old.

### **Related Resources:**

#### **Boilerplate Message for Event Websites (Exhibitors, Attendees, Speakers, etc.)**

“Please note that media may be present during the event. Media representatives must be identified with a media pass and may be accompanied by an OLA staff or volunteer. Media must adhere to the Event Code of Conduct, as well as the Media Communications Policy. If there are any questions or concerns, please contact the Manager, Marketing and Communications.”

### **References and Sources:**

- [Humber College's Media Communications Policy](#)
- [Oxford Dictionary definition of Media](#)
- [American Library Association Conference media registration guidelines](#)
- [ILTA Press Policy](#)
- [ISCB Media Access Policies & Guidelines](#)