

To: Toronto Public Library Board – January 27, 2003

From: City Librarian

Subject: **Communications Policy**

Purpose:

To provide the Toronto Public Library Board with a comprehensive policy to guide internal and external Library communications.

Funding Implications and Impact Statement:

There are no financial impacts arising from the recommendations in this report.

Recommendation:

It is recommended that the Toronto Public Library Board approve the Communications Policy.

Background:

Prior to amalgamation, communications were managed in a variety of ways by various departments, relying on historical practice and guidelines. None of the former library systems had a documented communications policy in place. Each system had a somewhat different approach to external communications depending on factors such as the level of interaction they had with the media, the number and nature of the publications they produced and distributed and various other factors. The practice of internal communications depended on factors such as the size and organization of the system, change management practices, and the issues that affected customer service.

Currently the Marketing and Communications Department is leading the development of several key policies that will provide a consistent, effective process for managing advertising and other communications-related activity.

This Communications Policy ensures that all elements of communication are managed in the same way throughout the system.

Comments:

This Communications Policy serves as the reference point for all other subsequent Marketing and Communications policies, ensuring that they follow the same principles and conditions, and is to be used in conjunction with these other policies to develop guidelines and procedures.

The policy supports a well-planned, consistently monitored approach to integrated communications for all elements of the Library's business from issues management to document content, the use of clear language and optimal media relations. Additionally, the policy provides detailed directives/conditions that will assist staff throughout the system in their consideration of communication initiatives. Finally, the policy clearly defines the roles and responsibilities for all elements of TPL communication planning and activity.

Conclusion:

Subsequent to the approval of this policy by the Board, Marketing and Communications will bring forward other communications-related policies (e.g. advertising) for the Board's review.

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List of Attachments:

Communications Policy