



Policy No: A-5

Subject: AASL Spokesperson

Number of pages: 2

Effective Date: June 27, 2015

Revision Date(s):

Review Date(s):

Review Responsibility: AASL Bylaws and Organization Committee, AASL Board of Directors

Policy Statement:

The AASL President is the primary spokesperson for the association. A member may represent the association only at the direction of the AASL President in consultation with the AASL Executive Director.

Focus:

AASL Members

Purpose:

To provide guidelines for an AASL member to speak on behalf of AASL.

Procedure:

1. An AASL member may represent AASL only as directed by the AASL President in consultation with the AASL Executive Director.
2. An AASL member who is not directed to represent AASL may use AASL membership or leadership as part of their individual credentials but must state that their participation represents personal opinion and not that of AASL.
3. Any person representing AASL needs to do the following when engaging with the public:
 - a. Stay on point by using AASL position or message as your focus. May integrate examples from professional practice.
 - b. Avoid personal statements or perceptions that can send an unintended message.
 - c. Contact AASL Executive Director with questions or concerns.
4. If an AASL member is solicited to give expert testimony, provide a quote, write an article, give an interview, or appear in the media on behalf of AASL, the member follows these procedures:



- a. States that the AASL President is the primary spokesperson for the association;
- b. Directs the solicitor to the AASL Executive Director, who will then inform the AASL President and ALA's Communications and Marketing Office.