

New Brunswick Free Public Library

Media Contact Policy

Approved, September 24, 2014

The New Brunswick Free Public Library Board of Trustees encourages the media to have access to the library so the public can know about the library's resources and services and so that governing officials, civic leaders, and the public have a better understanding of the library's objectives.

1. Staff members designated by the Library Director prepare news releases and other materials for the media. The staff listed as contacts on news releases are responsible for answering inquiries from the media. If the contact person is not available, the staff members in charge of an event or program should be the people to answer questions from the media about those programs.
2. All other inquiries from the media about library plans, policies, procedures or issues should be referred to the Library Director, the Assistant Director or if they are unavailable, the ranking Principal Librarian.
3. The library's Behavior Policy prohibits the solicitation of opinions through interviews or surveys by third parties inside the library. Exceptions may be granted by the library director for interviews on library-related topics.
4. Library staff may, with approval of the Library Director or designee, give interviews to the media about specific events, programs, or services.
5. Staff members are free to exercise statutory rights regarding contact with political representatives or the media. While it is the right of an employee to express personal opinions to the media or others, that right does not allow employees to speak as representatives of the library. Employees who express opinions to the media may not do so as representatives of the Library and may not use position titles associated with their employment in a way that suggests they are acting as representatives of the Library.
6. The members of the Board of Trustees will refrain from discussions with the media except when designated by an action of the Board.
7. Members of the Board of Trustees and all staff members when they speak about the library represent the library in every public contact. Good service supports good public relations.