

New Brunswick Free Public Library

Media Contact Policy

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The New Brunswick Free Public Library Board of Trustees encourages the media to have access to the library so people of all ages can use the library resources and services and so that governing officials, civic leaders, and the general public have a good understanding of the library's objectives. This Media Contact Policy establishes a process so the media's access to the library will be in the best interest of the library's users.

1. Staff designated by the Library Director prepare press releases and other materials for the media. The staff listed as contacts on press releases are responsible for answering inquiries from the media about them. Only staff members who are in charge of programs answer questions from the media related to those programs.
2. All other inquiries from the media about library policies, procedures or issues should be referred to the library director or 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.

The provisions of this Library Media Policy will be construed and enforced by the library director. The Board of Trustees reserves the right to amend this at any time.

Library staff 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. Contacts by employees with the media as representatives of the Library are restricted to those duly appointed as Library spokespersons.

The members of the Board of Trustees will refrain from discussions with the media except when designated by an action of the Board.

Routine news releases concerning library events, programs and services should be issued by the staff person in charge and copies given to the Library Director. Library staff may, with approval of the Library Director or designee give interviews to the media about specific events, programs or services. However, the Library Director or his/her designee is responsible for dealing with the media on all philosophical issues, controversial issues, plans for or policies of the Library, etc. (Examples: new ordinance making retention of library materials past their due date a civil infraction, budget cuts and their consequences, long range plans, capital improvements, fund raising, etc.) Requests from the media for comment on such issues from library employees should be channeled through the Library Director or designee. This policy should not be interpreted to mean that employees cannot comment on issues as private citizens. - Bettendorf Public Library Information Center, Bettendorf, Iowa

A. Public relations goals of the Library are:

B. The Board recognizes that public relations involves every person who has connection with the Library. The Board urges its own members and every staff member to realize that he or she represents the library in every public contact. Good service supports good public relations.

C. The director will be expected to make presentations and to participate in community activities to promote library services. A reasonable amount of library time will be allowed for preparation and speaking. Materials to be used by press, radio, or television will be approved by the director.