

**Subject:** Library Promotion and Release of Information  
**Effective:** June 2003  
**Revised:** *January 2007*

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**1.0 PURPOSE**

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The purpose of this policy is to:

- define levels of responsibility regarding the promotion of public libraries and relationship with the media; and
- outline staff obligations and the role of board members regarding the release of information.

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**2.0 APPLICATION**

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This policy applies to the staff of the New Brunswick Public Library Service (NBPLS) and members of local library boards.

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**3.0 DEFINITIONS**

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None.

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**4.0 LEGAL AUTHORITY**

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[NB Public Libraries Act](#)

[Civil Service Act](#)

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**5.0 GOALS / PRINCIPLES**

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- 5.1** Public libraries play an important role in an age when literacy and lifelong learning are increasingly important as a way for New Brunswickers to participate fully in the economic and social life of the province.
- 5.2** It is important to promote and publicize the services and programs offered by New Brunswick public libraries in order to reach all those who could benefit from them and to reaffirm the place of public libraries in the technological age.
- 5.3** Staff of the NBPLS are encouraged to work to enhance the profile of libraries in the communities they serve.

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**6.0 REQUIREMENTS / STANDARDS**

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The following are library staff and local board members' roles and responsibilities with respect to:

**6.1 Promotion**

- Promotion of the local library is the responsibility of the staff assigned to the service point and of the local public library board, although provincial office and regional office staff may provide technical help, as required, in the preparation of publicity materials.
- Provincial promotional initiatives are frequently developed and coordinated at the provincial and/or regional level. It is the responsibility of local library staff to support and implement these initiatives.
- Library employees are encouraged to provide to the general public and to the media factual information concerning the services and programs they offer. This information may include policies directly relating to services available (e.g., interlibrary loans, membership card, fines and use of services).
- The employee in charge of a library can be the spokesperson (or may delegate to library staff) for any event relevant to the library's service, program and promotional activities. NBPLS staff are encouraged to take a proactive role in the promotion of libraries.
- Promotion of regional and provincial initiatives is the responsibility of the provincial librarian and regional directors, however promotional activities may be delegated, where the provincial librarian or regional director deems appropriate.

**6.2 Policy**

- Library staff must refer media inquiries about policies to the Regional Director.
- Library staff must refer library patrons' concerns about policies to the employee in charge, who may further defer to the Regional Director and the Provincial Librarian, where appropriate. Furthermore, it is the responsibility of staff at each level to ensure that staff at the next level is informed immediately of the nature and substance of the concern.
- It is library staff's responsibility to explain and clarify NBPLS policies, however staff cannot publicly comment on or provide personal opinion regarding policies.

**6.3 Issues**

- The chairperson of the local public library board (or his/her designate) is the spokesperson for the board, and does not represent the NB Public Library Service or its policies.

- The Regional Director is the official spokesperson for any issues related to a regional decision, or, if authorized by the Provincial Librarian, to a NBPLS policy or decision.
- The Provincial Librarian is the official spokesperson for any issues related to a NBPLS policy or decision, and may delegate responsibility where appropriate.

**6.4 Release of Employment, Political and Strategic Information or Opinion (General)**

NBPLS staff:

- cannot disclose, release or make known any matter that comes to their knowledge by reason of their employment (Section 22, of the [Civil Service Act](#));
- are subject to the provisions of provincial policy [AD-2905](#) — Release of Information; and
- are subject to provincial policy [AD-2912](#) — Political Activity of Public Servants.

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**7.0 GUIDELINES/RECOMMENDATIONS**

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**7.1** Public library staff are encouraged to promote:

- The provincial collection in all of its formats, including books, videos, cassettes, compact discs, CD-ROM, magazines, periodicals, microfilms, talking books, on-line databases, large print books, and microfilms.
- Public library programs and services (see Appendix A of this policy for a suggested list of services).

**7.2** Some recommended sources for information on the promotion of libraries are:

The [American Library Association](#) (ALA) website

The [Canadian Association of Public Libraries](#) (CAPL) website

**7.3** NBPLS staff at the local, regional and provincial level should consult their Regional Director or Provincial Librarian if in doubt of the nature, confidentiality and/or form of release of information.

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**8.0 REGIONAL GUIDELINES AND PROCEDURES**

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In consultation with the Provincial Office, Regional Directors may develop additional guidelines and procedures consistent with and necessary to support this policy.

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**9.0 REFERENCES**

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Administration Manual System Policy (AD-2905) - Release of Information.  
(<http://intranet.gnb.ca/intellinet/adminman/>).

Administration Manual System Policy (AD-2912) - Political Activity of Public Servants.  
(<http://intranet.gnb.ca/intellinet/adminman/>).

American Library Association. (<http://www.ala.org/>).

Canadian Association of Public Libraries. (<http://www.cla.ca/divisions/capl/capl.htm>).

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**10.0 CONTACTS FOR ADDITIONAL INFORMATION**

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NBPLS Provincial Office, (506) 453-2354

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