



Policy #: 0009  
Developed: March 8, 2019  
Revised: December 10, 2020  
Effective Date: January 18, 2021

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## MEDIA RELATIONS POLICY

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**Purpose:** to define our relationship with news media and outline the processes for providing information to media outlets, in order to protect and enhance LLNB's reputation.

**Scope:** Board members, employees and volunteers of LLNB and affiliated councils \*  
*\*As may be enforced through our service agreements*

**Responsible Party:** Executive Director, Laubach Literacy New Brunswick (LLNB)

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## POLICY

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LLNB makes a priority of maintaining a positive relationship with the news media, reflecting the organizations proactive outreach to surrounding communities. LLNB pursues a culture of openness and a commitment to the dissemination of knowledge and of timely, accurate information.

### Roles and Responsibilities:

- LLNB's Executive Director or designate is responsible for handling news media interactions on behalf of LLNB. This includes responding to or coordinating responses to inquiries; issuing LLNB news releases and/or official statements; and scheduling interviews or news conferences.
- LLNB's Executive Director serves as LLNB's official spokesperson except where s/he designates a board member/volunteer to speak on LLNB's behalf. At such time s/he will work with the individual to provide speaking notes/written response.
- LLNB encourages its affiliated councils to be proactive with media, especially in relation to events (fundraisers, Literacy Day, etc), but requests that inquiries regarding the state of literacy in New Brunswick, or any other questions which may require up-to-date statistical information or government involvement be directed to LLNB for discussion.
- All potentially sensitive, or crisis media inquiries should be referred to LLNB's Executive Director. (For example: 1 - a complaint about literacy services in NB, not specific to LLNB – would be considered sensitive. 2 - a breach of our database would be considered a crisis.)