



**Department of Justice and Public Safety**  
**Adult Custody Services**

Policy: **Media Relations A-4**  
Effective: March 2001  
Revised: December 2022

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**MISSION STATEMENT**

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Adult Custody Services is committed to providing professional practices that respect human rights and ensure safety for all. To be successful we will deliver fair practices, incorporate transparent policies and procedures, ensure independent quality assurance processes, and provide program access that allows for educational, cultural, traditional, and faith-based services as well as mental wellness and community re-entry assistance.

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**PURPOSE**

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To establish procedural standards for the effective communication and direction of media inquiries.

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**LEGISLATIVE AUTHORITY**

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[Corrections Act NB Regulation 35\(a\)](#)

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**SCOPE**

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This policy applies to all employees of the Adult Custody Services division and departmental communications staff of the Department of Justice and Public Safety.

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**POLICY GUIDELINES**

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Adult Custody Services, in cooperation with the Director of Communications for the Department of Justice and Public Safety, will endeavor to fulfill requests for information or interviews from members of the media in a timely fashion, so long as the information provided does not compromise:

- the safety and security of employees and clients.
- the identity of a client under the age of 18.
- the personal health information of clients.
- the personal information of employees.
- operational or security procedures.

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**PROCEDURE**

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**Media Requests**

Adult Custody Services employees who receive requests from members of the media - by phone or by electronic means - will direct inquiries to the Media Relations Contact/Communications Officer or the Director of Communications for the Department of Justice and Public Safety. If an employee does not have the contact information for Communications readily available, they will take down the name, media organization and contact information of the media representative and assure them that the request will be passed along and addressed as soon as possible.



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Employees will ensure their Superintendent or designate has been notified of the media inquiry.

Superintendents or designates shall notify the Director of Adult Custody Services of all media inquiries.

### **Interviews**

Interviews between a client and a member of the media will occur only on the approval of the Director of Adult Custody Services. The Director will refuse an interview request if they determine approval is not in the best interest of the client's security, health, or well-being.

### **Tour Requests**

Tours of provincial Adult Custody centers to accredited members of the media shall be approved by the Director of Adult Custody Services, who will advise the Director of Communications of all requests or approvals of requests for media tours.

When possible and as appropriate, the Director of Communications (or designate) will accompany any media touring a provincial adult custody center.

Tours will not be provided when there is concern for the safety of the media representative(s), and if there is concern the dignity or privacy of clients will be comprised.

### **Security Clearance**

Media representatives participating in a tour of a provincial adult custody center will be subject to regular institutional security clearance procedures.

### **Overview**

An overview of the institutional general programs, facilities and their roles within the adult custody system will be given to the media representative by the Superintendent or designate.

### **Restrictions**

Upon approval, media representatives may be given a tour of all areas. However, approval will be conditional on agreement not to report in detail on:

- security equipment or its operation.
- operational procedures related to security.
- the layout of the custody Centre.

Media representatives approved to tour a provincial adult custody center will be briefed on all restrictions prior to the tour taking place.

### **Photographs and Video**

Photographing and filming clients or the interior of any institution requires prior authorization from the Director of Adult Custody Services.

Photographs or films may be taken of individuals or groups involved in activities. However, under no circumstances are recognizable photographs or videos of clients to be taken unless the client provides written consent.



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Adult clients have the right to decline being filmed or photographed.

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**RELATED POLICY**

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Client Information Guide