



Public Relations and Advocacy Policy

1. Each New Hartford Public Library (Library) Trustee shares with the Library Director, the Library staff and volunteers, and other Trustees the responsibility of informing the New Hartford community of all aspects of the Library resources and services.
2. Public relations programs should be developed to reach all citizens in all age groups and relate the Library and its resources to the community, and to the Library's current and potential patrons.
3. The Library Board of Trustees recognizing the valuable role of the Friends of the New Hartford Public Library, participates in and supports the Friends activities, and encourages a liaison relationship with them.
4. The Library Director, the Trustees and the staff should strive to inform the public of Library objectives and services through newsletters, newspapers, radio, TV, the Library website, and other forms of communication.
5. The Library Director, the Trustees and the staff should continue to encourage citizen support for Library development through speaking presentations, and membership in community organizations.
6. The Library Director and the Trustees should develop a written public relations plan to be reviewed and revised on an annual basis.
7. The Library Director and the Trustees should search out other groups to form networks and coalitions to advocate positions on issues of interest to the Library.
8. The Library Director and the Trustees should maintain productive contact with local, county and state officials through correspondence, personal visits and special events to advocate for positions on issues related specifically to the Library as well as to issues related to regional and state legislative matters.

Adopted: July 19, 2006

Revised: October 21, 2015