

## GREENBURGH PUBLIC LIBRARY POLICIES MANUAL

<b>Statement of Board of Trustees Concerning Advocacy Objectives</b>	<b>PAGE: 1 of 1</b>
	<b>EFFECTIVE DATE: June 16, 2010</b>
	<b>APPROVED: June 16, 2010</b>

It is the belief of the Board of Trustees that the primary public relations objectives of the Greenburgh Public Library are to

- Promote the library's mission and vision to all,
- Ensure that the library's services are understood by local officials, by civic and religious leaders, and by the general public,
- Actively promote the varied services offered by the library to everyone in our community
- Encourage open communication with all for a successful future for our library

The Greenburgh Library Board of Trustees believes that advocacy involves every person connected to the library in an official or non-official capacity, and urges its own members and every related GPL entity, as well as all library staff members, to keep in mind that they represent the library in every public contact and can support library goals in ways as simple as letting people know of your association with the library and your pride in that fact.

The Library Board encourages individual Trustees and others associated in any capacity with the library to participate in community activities and to represent the library in such circumstances in ways that can reinforce the public perception of the library and its objectives. Whenever appropriate, a reasonable amount of library time should be allowed to staff members for preparation and speaking at community events and venues when possible.

Materials to be used by the press, radio, or television will be approved by the library director or designee.

The Library Board appreciates the work and effort of the Friends of the Library and the Library Foundation in enlisting community support for the library, interpreting its aims and objectives, and promoting greater understanding of our library in every facet of community life and generally promoting these objectives.

*This policy is issued by the Library Board of Trustees and is subject to periodic review and/or revision at the sole discretion of the Board. Appeals must be submitted to the Board in writing.*