

Sarah Hull Hallock Free Library
Milton, NY

**Media/Public Relations Policy
2021 Update**

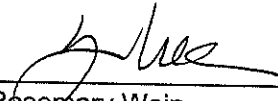
The Sarah Hull Hallock Free Library provides a wide range of traditional and electronic resources, programs, and services to local residents and to the wider community. It is the Media/Public Relations goal of the Library to promote a good understanding of the Library's objectives and services among governing officials, civic leaders, and the general public, and to promote active participation in the varied services offered by the Library to people of all ages.

The Board of Trustees and all staff members take an active role in promoting the Library's services and recognize that they represent the Library in every public contact. Good service supports good public relations. All Library trustees and staff members are encouraged to attend community events as representatives of the Library.

The director will be expected to make presentations and to participate in community activities to promote Library services. A reasonable amount of Library time will be allowed for preparation and speaking.

The Library announces scheduled programs and events through postings with community media outlets (newspapers, radio stations, etc.) and through the Library's webpage and social media accounts. Announcement flyers are distributed locally, and when appropriate, are sent to local schools and to other libraries in the Mid-Hudson Library System. Prior to distribution, all postings and flyers are approved by the Library Director.

The Library publishes its newsletter, Sarah's News, two or more times each year, to publicize news about the Library and its programs. The newsletter is mailed to all residents in the Town of Marlborough, which includes the hamlets of Milton and Marlboro.



Rosemary Wein
President, Board of Trustees

3/24/2021
Date