



Trustee Handbook Book Club

PUBLIC RELATIONS AND ADVOCACY

[Handbook for Library Trustees of New York State](#)

Post-Session Toolkit for Boardroom Discussions

Book Club Reading:

Handbook for Library Trustees of NYS, Public Relations and Advocacy (Page 71 - 73)

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Additional Readings:

Advocacy Resources [United for Libraries]

<https://www.ala.org/united/advocacy>

Advocacy University [American Library Association]

<https://www.ala.org/membership/article/2009/new-resources-advocacy-university>

New York Library Association

<https://www.nyla.org/>

New Yorkers for Better Libraries Political Action Committee

<https://newyorkersforbetterlibraries.org/>

Power Guide for Successful Library Advocacy [United for Libraries]

<https://www.ala.org/united/sites/ala.org.united/files/content/powerguide/united-power-guide.pdf>

Public Library Advocacy: Tools & Resources for Library Advocates [Public Library Association; Bill & Melinda Gates Foundation]

<https://www.publiclibraryadvocacy.org/>

Start with Why: “How Great Leaders Inspire Action” by Simon Sinek

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

Recording from Live Handbook Discussion: Tuesday, June 14, 2022 – *Public Relations and Advocacy*

<https://www.youtube.com/watch?v=4ehTKYc3hcw>

Post-Session Question & Activities for the Board Room

The questions in this section are intended for trustees and their directors to discuss before or after a board meeting once they have read Public Relations and Advocacy of the Handbook, or watched the Live Event Recording.

1. *"Promote the library in the local community and in society in general"* is one of 9 *Trustee Responsibilities*. Discuss as a group how you as trustees, and as a collective board, can support public relations and advocacy efforts for the library.
2. In some ways, library advocacy falls under *Duty of Loyalty*. Each trustee is charged with representing the interests of the library, and telling the institution's story. List some examples of places within the greater community where trustees can share the good work of the library.
3. The *Handbook for Library Trustees* references, *"What's your why?"* Take this opportunity to share with your fellow board members your personal story of *"why"* library trusteeship is so important to you. Each trustee should try to share their story within 90-seconds or less.
4. How much does your board budget for public relations annually? View your library budget and discuss with your director how much is spent to bring awareness to library services. Are there areas of your PR strategy that could use improvement, and how much should be allocated?
5. Word-of-mouth advertising can be your library's most effective and least costly forms of advertising. What are some types of public relations campaigns your library can enter that would create more word-of-mouth awareness in the community? How can you as trustees support staff in such initiatives?
6. Public relations and advocacy are not events that happen once per year. They are strategic, ongoing efforts to develop your library's brand, and create awareness within your community. Work together as a board to list all the types of things you can do throughout the year, both free and for fee, to garner support and awareness of your library brand.
7. One key segment of your public relation's efforts includes elected officials (local, state and federal). Talk about places and times of the year when library representatives should have a seat at the table with politicians. What does the library gain from these conversations? And, when should the library invite politicians to the library?
8. There are several advocacy groups at the local, state and national level that speak-up on behalf of libraries. In conversation with your director, identify these influential groups and discuss how your involvement in their memberships can support the library's mission.