NJLA Public Relations Committee meeting – Jan 8, 2013 at the Middletown Twp Public Library  
  
**Approval of November minutes** – will be updated to reflect correct attendance.

**Committee members in attendance**: Megan McCarthy, Nadine Sergejeff, Megan Wianecki, Emily Weisenstein, Ellie Strbo, Lina Belkowitch, Heather Andolsen, Jeannie Colacott

**Urgent Issues:** Megan M. announced that the Professional Development Committee will be holding micro-conferences in the late winter/early spring. More information will be coming from the Prof. Development Committee.

**Executive Board update:**  No major updates at this time.

**Honors and Awards:** Cindy Czesak, chair of Honors and Awards sub-committee, brought us up to speed on this year’s Honors and Awards. The PR committee suggested that the Journalism Award could be revised to include non-professional journalists at the collegiate and high school levels and also be made an optional award saved for special merit (not required every year). It was also noted that the Library Service Award description could be more concise in the nomination information.

PR promotional suggestions: Focus on pushing individual awards via social media and through email blasts and general blasts about H&A with a countdown until deadline. Also targeted emails to NJLA leadership. PR will assist with these items.

**Conference 2013:** We are still awaiting responses from the Conference Committee about our program proposals. We should be hearing back by Jan. 14th.

**Webinar Series with Newsletter Ed. Board:** We will wait to move forward with the webinar until NJLA officially secures webinar software or we find an alternative source for the software. Kathy Dempsey will be checking in with David Lee King informally about participating. The committee agreed that we should reach out to Bill McColl (a media consultant and husband to Terry McColl of BCCLS who has offered to help the PR committee) to present for the third webinar when we move forward.

**I Love NJ Libraries February E-Newsletter:** The topics will include Snapshot Day/State Budget (Emily), Librarian of the Year (Nadine), and info on the State Library funded Home Improvement Reference Center (Heather).

**I Love NJ Libraries Facebook Page:** Emily will oversee posting on the Facebook page for January. Heather will look into getting an incentive to giveaway for a “Like” contest. We will also mention our new FB page in the Feb e-news to draw more attention to it.

**PR Contact List:** Heather will email Ellie with the original list info so she can finished compiling the list.

**Additional business:** PR Impact Tips were approved and will be sent out each month via NJLA list serv and PR Contact List. Megan and Nadine will work on the John Cotton Dana award nomination.

**Restore Library Funding Campaign:** PR will create 3 infographics for Public Policy on libraries and job seekers, libraries and education/summer reading, libraries as community space. Megan will contact Heidi Cramer to get Snapshot Day stats to use and collect other data. Emily will format infographics.

**Assignment review:**

Honors and Awards nominations email template – Megan

Honors and Awards social media – TBD

E-news: Snapshot Day – Emily, Librarian of the Year – Nadine, Home Improvement Ref Center - Heather

ILNJL Facebook for January – Emily

Facebook Incentive - Heather

Email PR Contact List - Heather

John Cotton Dana Award – Megan and Nadine

Library Funding Infographics – Megan, Nadine and Emily

The next meeting will be on Tuesday, February 5th at 10am. Tentatively scheduled as a virtual meeting, platform TBD.  
  
Submitted by Megan McCarthy 1/8/13.