**NJLA Public Relations Meeting -January 10, 2012**

Meeting started 10:00 am.

Volunteer to take minutes: Jeannie Collacott

**In attendance:** Heather Andolsen, Megan McCarthy, Nicole Politi, Jeannie Collacott, Nadine Sergejeff, Erin Delucia, Pat Tumulty, and Tiffany McClary

**Executive Board Update** –

* Pat Tumulty stated that everyone is looking forward to the conferenceat theRevel Resort in Atlantic City this June 2nd – 4th.!

**Conference Update/ Speakers**

* Meghan submitted 2 programs for NJLA Conference
  + Pre Conference speaker – Michael Williams accepted
  + QR Codes – was not accepted - they stated it was covered at Adult Services.
  + We will receive area for press reception and NJLA PR point.

**New Jersey State Library**

* Tiffany McClary was introduced as the new Marketing Director for the NJ State Library.
* Strongly wants to collaborate with NJLA
* Tiffany spoke about upcoming change – Jobs are now States #1 focus!
* Focus site - NJ Works.org – you will find presence on Facebook, twitter & NJ State Library
* NJSL – direct list serv will launch weekly newsletter that goes out on Thursday.
* Launching blog PR for Public Lib – 2x a week targeted topics ie. Best Practices & How to series.
* Part of the blog series – a quarterly webinar series geared at various marketing topics spec. to Lib. Staff. First one in Feb.
* Provides lots of opportunity for NJSL to collaborate with our NJLA PR committee.
* Tiffany is working with the state’s webmaster trying to develop campaign investigation site. It is too transparent to have all marketing campaign on portal page.
* Eventually SLIC - *State Lib Info Center-*will be “bones”. Marketing & PR will be destination site.
* Campaign Destination Site - Job Seekers & Small Business – present focus for promotion

**Website / Branding**

* Websites (NJLA, I love NJ Libraries, & Library Champions) needs to be coordinated.
* I Love NJ Libraries.org designed to position info out to public communicate with Library customers
* Acknowledged that even though NJLA PR Committee site’s targets the public and the State site focuses upon the Library perspective, it was decided that we can still work together and share the same vision.
* Heather showed tweaked logo’s for site branding
  + Original font was chosen with Gold & maroon colors
  + Gold lettering will have maroon outline.

**PR Impact**

* Went out in newsletter.
* Kept it simple – designed for libraries with little resources
* Scheduled monthly
* Can easily roll over with Tiffany- she can point to this in her newsletter & website.
* Tiffany is always looking for new ideas. Whatever we do she wants to support and promote from State Level for ex. – retweet our tweets.

**E-Newsletter**

* Meghan stated that with the social network rallying during last year’s budget cuts- we obtained 15,000 email addresses from active supporters and we will utilize them as our newsletter base.
* Newsletter goes out 5 times a year.
* Kick it off with a soft launch for Love Your Library Month - later editions will coordinate with Summer Read/National Lib. Month/ Election Day.
* Focus on feel good stories. What is going on in libraries –routed to website for more info.
* Ideas for future newsletters
  + Short article on Listen NJ/ e-reading opportunities/ kindle info
  + Love Your Library Month – What can you do to show your library you love them?
  + Job Seeking (broad appeal).
  + Personalized – spotlight specific library who do not receive a lot of press
  + Purpose is to draw people back to website

**Conference Plans (Media Focus)**

* Want media attention at conference & launch website there also.
  + Vincent Jackson *(Atlantic City Press)* does a lot for public libraries in Southern Jersey.
  + Perhaps should nominate him for media advocate in NJLA.

**Twitter**

* Twittering schedule will be sent out

**Survey**

* Reviewed and edited survey -Heather will update the survey and send out the changes.
* Survey will be sent after Mid winter & before PLA.
* It will become the ultimate know who to contact foundational list.

**Librarian of the Year**

* Decided more PR must be focused upon NJLA Librarian of the Year.
  + Podcast
  + Press Release
  + Twitter feed
  + Facebook
  + Include in newsletter
  + Meet with congress people & other elected officials
  + Congressional resolution done with ceremony

**Assignments for Feb Meeting**

* Finish Logo
* Update Survey
* Newsletter ready – out in Feb.
* Plan for Conference
* Branding of Site