

NJLA Public Relations Committee Meeting Notes

Friday, January 13th 2017 @ Madison Public Library

Attendance:

Andrew Luck, Jill D'Amico, John Arthur, Emily Weisenstein, Stacy Brody

Executive Board Report:

Nothing to report - consequently, we gossiped relentlessly.

I Love NJ Libraries FB Page:

Rachel needs some help with content. Discussion on what content we can create to share via Facebook.

Outreach Kit:

We are still looking for venues to promote in. Small community events can work.

Snapshot Day:

Numbers are almost ready! We need to create info graphics to distribute to libraries or create a template that can be used by libraries.

Newsletter:

Discussion on how we can create content for articles in advance. John A. suggested assigning articles a few months in advance of newsletter publications. Potential topics were suggested.

Stacy will write an article on 12 Things to do at Your Local Library. Includes non-traditional uses of the library, such as tech training, concerts, etc.

Next meeting:

Feb 10 @ Long Branch Public Library

March 17 @ TBD