**NJLA Public Relations Meeting -Tuesday, February 14, 2012**

Meeting started 10:00 am/

Volunteer to take minutes: Jeannie Collacott

**\*March meeting cancelled because of PLA.**

**\*Feb meeting commits to PR Plan (game plan)**

**\* 2 meeting left until NJLA conference.**

**In attendance:** Heather Andolsen, Megan McCarthy, Nicole Politi, Jeannie Collacott, Nadine Sergejeff, Erin Delucia, Pat Tumulty, Joan Divor, Megan Wianecki, Lina Belkewitch and Roz Giuditta

**Executive Board Update** –

* Pat Tumulty shared that the Revel Resort in Atlantic City will be ready by June 2nd – 4th!
* All set except for keynote speakers.

**Conference Update/ Speakers**

* Megan McCarthy stated that she will handle processing the payment for the Speaker

**E-Newsletters**

* All on the committee agreed that the newsletter looked great!
* It was suggested to add a link to “What does my Library do?”
* We discussed adding a link to NJ libraries
* E- Newsletter was sent to our list of champions with an embedded link on top that identifies them as a “library champion”. Also has a unsubscribe option if they choose.
* Next newsletter will feature

1. National Library Week events for April
2. Financial Literacy Month

* Newsletter will be out in early April and emphasize how supportive libraries are for tax information and resources.
* Heather shared that OCL drives traffic to library site for tax info & redirects to tax links so library can get credit for traffic.

1. Call out for Library Stories - Be our “Spotlight for Newsletter” campaign.

* It was discussed to take off the share a story link for the public and put the link focusing on libraries and their stories.
* Decided to place the share a story link in the newsletter.
  + *Future Story Ideas*
    - The interconnection between Public and School Libraries was discussed with the importance of advocating for each other.
    - Need to spotlight School Libraries ( Megan shared when Congressman Holt came they spotlighted Monroe Township K-5 school)

**PR Plan**

* Now that we have successfully launched the Website, E-Newsletter, and Twitter – HOW do we get people to found out them? BIG question.
  + **Website**
    - Main focus should be “What NJ Libraries are doing for you”
    - Need to tell people WHERE they are, WHY they are here and WHAT they will get out of our page.
    - Part of branding is consistency
    - ***Website Tasks***
* We need to put a tag line on web site in small print – model after “I Love Libraries org”
  + - * About page needs to be written – Lena volunteered to write About Us section.
  + **Newsletter**
    - Focus is upon PUBLIC-- Not *about the institution*.
    - ***Newsletter Tasks*** 
      * Use a tag line in Newsletter
      * Close the newsletter “Hope you enjoyed reading what New Jersey Libraries can do for you.”.
  + **Twitter**
    - Account is tied to website.
    - ***Twitter schedule*** 
      * Meg = Monday/
      * Heather = Tuesday
      * Jeannie = Wednesday
      * Nadine = Thursday
      * Nicole = Friday

**Conference**

* Table to demo website should have something in print that drives people to website/twitter. Bookmarks were decided.
* Discussed who was going to design, print & pay for bookmarks
* Suggested that we share with advertiser/ Back side printing
* Discussed drafting letter to send Press
  + NJLA Conference
  + New Website
  + Changed locations – come to new venue
  + Librarian of the Year
  + Keynote Speakers
* Visit other NJLA Committees and give out handouts
  + Joan volunteered to design flyer
  + Meghan volunteered to go to the Executive Committee/ Nicole to YA.

**Committee Charges**

* Discussed Charges located on Welcome packet to Emerging Leaders
* Now that Tiffany is sending out templates we must change our objective. We are no longer site for promotional materials.

**Survey**

* Run survey for a couple of weeks – end it – bring it back for conference
* Pat will put survey link on NJLA website.

**Assignments for April 10th Meeting**

* Locate dates and times for committee meetings and assign people to attend
* Update committee objective
* **Lena –** Finalize Branding
* **Meghan –** Write Newsletter
* **Joan –** Make flyer & find out about back side advertising bookmark
* **Pat –** Write Press Release
* **Tweets –** Scheduled above