**NJLA Public Relations Committee Minutes for March 8, 2011 Meeting**

In attendance: Lina Belkewitch, Karen Brodsky, Joan Divor, Mary Beth Fine, Megan McCarthy, Nadine Sergejeff, Pat Tumulty

Meeting Start time: 10:15am

-February’s minutes were approved by the committee

-No urgent issues were brought to the committee’s attention

-Website development (I Love NJ Libraries web site):

- Our first feature on the web site will be National Library Week programs from around the state; we will also include information from ALA’s coverage of National Library Week

- Nadine will vet submissions for the web site (for now); to submit information on programs to the site, choose the “Library submissions” form

- Nadine will send Pat T. publicity info for the next “NJLA updates” about submitting NLW program info to the web site

- Lina will write a NJLA Press Release about National Library Week

-NJLA Annual Conference Task Force:

- Conference Programs (moderators to be confirmed by Heather A.):

This Library is Brought to You By… Tuesday, May 3rd 9-9:50am

Moderator: Joan Divor

Sell This Place! Tuesday, May 3rd 1:30-2:20pm

Moderator: Megan McCarthy

(Back-up: Karen Brodsky)

Poster Session: PR Winners Tuesday, May 3rd Q&A 2:30-3:30pm

Roz Giuditta, Megan McCarthy and Winners

Dress To Get To Yes! Tuesday, May 3rd 4:30-5:20pm

Moderator: Lynnette Fucci (Prof Dev Comm)

-Marketing Toolkit and other initiatives – brainstorming:

- The committee discussed developing a state-wide campaign to enhance the library/librarian image, such as a “Your New Library” photo campaign

- The committee discussed putting together a workshop to help libraries with PR, maybe an “Ask the PR Committee,” workshop, with a possible future series of regular webinars

- Karen will speak to Nancy D. about how a tool kit and the workshop could work together, possibly with a focus on market research to tie in to Nancy’s recent series of programs

-Everyday Advocacy update:

-Nothing new to report from EA – they will be scheduling a meeting soon

-Karen B. suggested incorporating PR Impact into the I Love NJ Libraries web site so that we only have to send a link out

-Executive Board update:

-Pat reported that NJLA is working on statements in response to the recent stories about HarperCollins limiting ebook checkouts and about volunteers “replacing” library staff

-For next meeting: Committee members are encouraged to bring in suggestions of outreach vehicles for us to discuss with librarians at an “Ask the PR Committee” workshop (i.e., various social media outlets you use, flyers, brochures, web sites, etc.)

Meeting Adjourned: 11:55am

Next meeting: April 12, 2011 10am-12pm at Monroe Twp Library