**NJLA Public Relations Committee May 2013 Meeting Minutes**

Virtual Meeting held on Chatzy 5/14/13

Attendees: Megan McCarthy, Nadine Sergejeff, Lina Belkewitch, Karen Klapperstuck, Heather Andolsen, Ellie Strbo, Jeannie Collacott, Emily Weisenstein

April minutes were approved by Nadine; approval seconded by Emily.

**Urgent Issues**

There were no urgent issues on the agenda.

**Executive Board Update**

As per Karen, the Executive Board is focusing on 2013 Conference. Please make sure that you remind people to register for conference. Early bird registration ends 5/17/13.

**Conference 2013**

Our program, "The Message Matters," has been cancelled and has been replaced with “Get the 411 on Infographics.” Megan M. and Emily will present and Lina will serve as moderator. Lina requested short bios from each presenter. Ellie will ask Megan W. to bring a projector.

To advertise the program, Megan M. will send out an email, Megan W. will create a Facebook event, and Emily will create business cards to pass out on Monday and Friday to remind conference attendees about the program.

PR will have a table set up in the hallway. Lina will set up the table and prepare a tri-fold poster, and Heather will make bookmarks and a small poster/sign for the table to promote our program. Heather will also send over her files from the tri-fold from last year.

We will also be doing our PR make over contest again (librarians can drop in their business cards to win a free consultation for their library with some of our PR committee members). Nadine will ask Kathy Dempsey and Tiffany McClary whether they can participate in the makeover in the fall.

**I Love NJ Libraries Social Media**

Jeannie will oversee the Facebook page for May. Nadine is trying to add Jeannie as an administrator but is having some technical issues.

**I Love NJ Libraries e-news**

The next issue will go out in June and the focus is summer reading (Nadine), little free libraries (Megan M.), and beach reads (Ellie).

**Assignments**

Megan M. will send out an email about our conference program, will write an article about little free libraries for the June e-news, and will provide Lina with a bio.

Nadine will write an article about summer reading for the June e-news.

Emily will create business card reminders about our program and will provide Lina with a bio.

Lina will make a tri-fold poster about ILNJL for Conference.

Heather will send last year's tri-fold files to Lina and will make bookmarks and a sign about our program.

Jeannie will oversee ILNJL FB for May (once added as an admin)

Ellie will write an article about beach reads for the June e-news.

Megan W. will bring a projector on Tuesday, June 4th and will create a Facebook event for our program.

Minutes Submitted by Nadine Sergejeff