NJLA Public Relations Committee Meeting Minutes – September 11, 2012

Committee members in attendance: Megan McCarthy, Nadine Sergejeff, Lina Belkovitch, Emily Weisenstein, Kimberly Matthews, Megan Wianecki, Ellie Strbo, Nicole Politi, Jeannie Collacott, and NJLA President Karen Klapperstuck

1. Brief introductions: attendance sheet

Future meetings dates are set for: Tuesday, October 9 at the Monroe Public Library. Tuesdays: ~~November 13~~ (November 20th at Bridgewater PL), December 11 (at Middletown PL) and January 8 (Location TBD).

A change of venue is considered. Megan will look into holding the November meeting in Bridgewater. See above updates in red MM 9-19

2. No urgent news. The next executive board meeting is upcoming so updates will be given at the next meeting. Megan emailed everyone a recap of activities and future tasks regarding the PR committee.

3. Public Policy apologizes but couldn't make it. James is public librarian of the year. Ellie suggests publicizing this award and its winner through local public channel and local community college radio stations. PSA or interview? YouTube station? How can we encourage people to nominate librarians for Librarian of the Year award? Heather recommends getting the call out early and reminding folks monthly as part of news blasts. Ellie mentions prompting folks with questions like, "Did a coworker do something great this year for summer reading? Nominate them!"

4. Now that we've established Twitter posts, how do we publicize? Free bookmarks? Heather will contact Joan to follow up on the bookmark suggestion. Getting an intern, possibly a Rutger's student, was suggested. This intern could help gather stories from around NJ for the newsletter. Social Networking - what works better/best for us? For our audience? Twitter? Facebook? Both, just one? How do we stay on top of it? Nadine will set it up a Facebook account. We will discuss and decide on a monthly topic at each meeting then assign topics one person for the month to handle postings. Focus for this month will mirror our newsletter and include voting info. Nadine has volunteered to handle this month's posts.

5. PR Impact: for library staff who doesn't have a background in PR and doesn't necessarily have the money to fund PR but can utilize the quick tips on how to reach out to the community. Lina has volunteered to begin developing statements. We are reminded to stay nonpartisan. Focus on ebooks for Christmas time issue? Nonfiction readers advisory? Topics will be discussed at future meetings.

6. NJLA logo: hasn't started yet. Graphic designer is working on conference logo design. Karen is waiting to see first draft. FINDING YOUR PERFECT FIT is conference theme. Karen doesn't want a literal representation of the theme for the logo.

7. Conference suggestions (feedback from attendees): creative marketing - no budget, small library PR - outside ideas... Ideas from non-librarians. EVERYONE, Start thinking about programs and presenters. Nadine is taking care of conference stuff. There's money but within reason. Submit suggestions and let the conference committee decide. Megan liked Heather's idea of a crisis management situation. Who can we tap? No one wants to air their dirty laundry so maybe someone outside the Library field. Connecting with social workers and state finding. May be overwhelming. How much can we fit in 50 minutes? Let's see if another group wants to partner with us on this?

8. Snapshot Day: Wednesday, Oct. 24!

Submitted by Nicole Politi