NJLA Public Relations Committee meeting - November 20th at the Bridgewater Library

**Committee members in attendance**: Megan McCarthy, Nadine Sergejeff, Megan Wianecki, Emily Weisenstein, ~~Ellie Strbo~~ (MM), James Keehbler

 - No urgent business -

**Executive Board update:**  No updates

**Conference 2013:** In response to a suggestion to sponsor a program focusing on marketing to millenials, the PR Committee and the YA Section would like to cosponsor speaker/s from YPulse, a NYC based marketing group that focuses on tweens, teens, and young adults, for the 2013 Preconference. This group researches trends among young people and have been utilized by many large companies (MTV). The price of this speaker is $2000 for 1 ½ hours.

Ideas discussed for the second half of the three hour timeslot are:

* Unconference
* Host panels on marketing to 20-30 year olds in the library
* Contacting YPulse for ideas on follow up discussions

The PR Committee will also sponsor Non-Profit Marketing Consultant Nancy Schwartz for a presentation at the conference. She will speak on crisis planning, PR, and creating community specific messages. She is available for $2,500.

The PR Committee will co-sponsor the Passport to Imagination program with the Member Services Committee. Presenters are Michael Maziekien, Emily Weisenstein, Terri McColl, and Donna Perkosky.

They will discuss the Passport programs that took place in BCCLS and MAIN this past September.

James suggests creating a simple intro to PR/PR 101 program. We can ask Nancy Schwartz for suggestions.

**Webinar Series with Newsletter Ed. Board:** The PR Committee will be moving forward with the three-part webinar series discussed at the October meeting. Webinars will focus on best practices, mobile marketing, and other related topics. Kathy Dempsey and David Lee King will each be a featured speaker. The committee is looking at options for the third. Emily W. has agreed to coordinate this program moving forward in January.

**I Love NJ Libraries Social November Newsletter:** November’s focus is on Hurricane Sandy stories. Everyone agrees that the newsletter looks great but before publication, we would like to add a few more stories and images. We would like to add Books for Kids, Books to Keep, and Food for Fines to our donations page. Emily W. will ask a few Morris County librarians for additional stories.

**I Love NJ Libraries Facebook Page:** Thank you Megan W. for such a great job in November! Ellie will take over for December. No new ideas on how to promote the Facebook page.

**PR Contact List:** We are working with LibraryLinkNJ to set up a PR email list.  This will be used for email blasts and targeting specific library groups.

**Public Policy Brainstorming (with James Keehbler):** The Public Policy Committee and the NJ State Library’s main priority is budget. Currently, state aid is funded at 34% or $0.42/per person. The goal is to bring funding up to 100%, which would amount to $1.11/per person. This additional 6 million will bring our total state aid to 9 million. We discussed ways the PR Committee can help promote funding to legislators. The focus should be on what libraries can do with the money:

* Job creation
* Keeping the lights on/Keeping branches open
* Summer reading programs
* Supporting education and curriculum
* Supporting literacy
* Providing internet access (especially in low income areas)

Ideas discussed:

* Create attractive infographics
* Provide statistics
* Create videos with stories/collect quick video testimonies from patrons
* Specifically target libraries that were very active on snapshot day
* Investigate the link between after school programs and crime in towns

James suggests we focus on a wide range of topics because each legislator will have a different topic he or she will want to focus on.

**Assignment review:** Megan M. will follow up on conference contacts, Ellie will run the FB page in December, and Emily will begin coordinating the webinars in January.

**Librarian of the Year Interview:** No questions to be added to the list emailed out to the committee. It was suggested that the PR Committee work with helping the Member Services Committee with Member of the Month Interviews in the future.

Interview with James can be viewed here: http://www.youtube.com/watch?v=J-y38kAhLwY&feature=youtu.be

The December meeting has been cancelled. The next meeting will be held on January 8th at Middletown PL.

Submitted by Emily Weisenstein 12/4/12.