**Minutes for NJLA Public Relations Meeting: Tuesday, December 10, 2013**

* Nadine called the December meeting of the PR Committee to order at 10:06 am via Adobe Connect (online chat). Members present were: Lina Belkewitch, Lisa Dunfee and Nadine Sergejeff.
* The November minutes were approved by Lina Belkewitch who volunteered to take the minutes for this meeting.
* No urgent issues were brought up for discussion prior to the agenda.
* Executive Board update was skipped as there was no one to give a report.
* I Love NJ Libraries Newsletter – February Issue
	+ Montclair Library wants us to run a promo about a chapter book they published; it’s in on line form (<http://www.montclairplf.org/chapter-series/>) and in print. According to the email received: "The books are available for free, but we are trying to make the library community aware of their existence. It's part of our annual appeal and I think that other libraries could use an example like this”. Nadine will handle it.
	+ Lina Belkewitch offered to do an article on Love Your Library Month with a quote from the LOTY similar to the article done for Nat'l Gaming Day. Also mention look for events happening around the state at your local library in our calendar. Nadine approved.
	+ Pat had suggested a story to Nadine on "take your child to the library."
	+ Keisha also sent Nadine quite a few good ideas too: 1)Black History Month; maybe highlight the first African American librarian? 2) In another column/section: have staff/patron challenge to share what they "love" about NJ libraries. Take the top 28, for the number of days in February. 3) For take your child to the library - let's use (create) a hash tag and have NJ libraries tweet what they’re doing to honor the day?
	+ Nadine will try to handle #2, a survey, prior to Feb and do an article with the results as a sidebar to the Love Your Library Month Article.
	+ Keisha will do an article on #1 Black History Month
* Lisa will brainstorm ideas for the April issue of the newsletter
* Nadine announced that Middletown PL will continue our social media updates.
* Nadine announced that she still has not had any updates about our work with Public Policy on the infographic.
* Nadine announced that she has not had any updates or further information on Snapshot Day.
* NJLA Conference 2014
	+ Lina submitted a proposal for a program on infographics, "If You Build It, They Will Come: Easy Infographics the Sell Ideas".
	+ Unfortunately, due to a glitch in library email at Newark PL, Nadine did not receive the information in time from the speaker to submit the second proposal. When Nadine received the information from the speaker a week later, she reached out to the Conference Committee, but has not heard back as of yet. The good news is the speaker is willing to present gratis.
	+ Nadine announced we are, however, cosponsoring a program with the Urban Library section on the importance of public libraries advocating for and working with school libraries and branding.
* LOTY Promotion
	+ Nadine tried once again to organize the LOTY luncheon, but did not have much success gathering up email addressed of LOTYs who retired. This may have to be a project that we pursue for next year.
	+ Lina suggested wrapping up the Interview and being done with promotion of this year's LOTY and the idea was agreed on.
	+ Lina also suggested if perhaps we could start a precedent with the past LOTY interviewing the current LOTY so we don’t have to look for an interviewer each year. Nadine will look into this.
* There being no further business (and an impending snow storm) the meeting was adjourned at 11:00 AM.