*Present:* Jill D'Amico, Andrew Luck, James Keehbler, Ellie Strbo, Lina Belkewitch, Kristen Anderson, Donna Perkosky

**PETITION FOR INCREASE IN STATE AID**

PR Committee will help where we can with the distribution of a petition to be released to push for an increase in state aid

**NEWSLETTER**

* The first newsletter went out… Thank you, Jill!
* April Newsletter – The theme is advocacy and National Library Week
  + Advocacy videos
  + Andy’s piece
* Jul / Aug newsletter
  + Importance of summer reading with a common core link – Ellie Strbo
  + Focus on communities with small school budgets and how the libraries help provide materials and resources to those students or how they can be safe-havens too?

**PITCH BOX ON WEBSITE**

**NJLA CONFERENCE**

* PR Roundtable - http://njlaconference.info/content/pr-roundtable-its-all-local
  + What is the message?
  + Who is our audience?
  + How are we driving this community conversation?
  + How do we listen to our community?
  + Active vs. passive - message vs. medium
  + A take away that compiles some thoughts and ideas post to website / email to attendees
* Table at the conference.
  + Member Services already staffs a table, maybe could coordinate with them?
  + We can give them a poster and a few half sheet take aways that they can read later.
  + In year’s past …we had a display poster board showing what we do on our web page and social media, plus we have handouts. In other years the PR committee also held a raffle for a PR makeover.

**NJLA Red Day**

* National Library Workers Day is April 21, 2015 which is during the conference. What other day?

**OPERATION GOODY BAG**

* Donna will be meeting with Executive Director and will report to the committee.