

NJLA Public Relations Committee

Meeting Minutes

Thursday, March 14, 3 p.m.

Springfield Free Public Library

Attendance: Jill D'Amico – South Brunswick PL, Madelyn English – Bernardsville Public Library
Andy Luck – Paterson Free PL, Erin Holden - Springfield Free Public Library,
Emily Wiesenstein – Madison Public Library

Introductions

Everyone introduced themselves and got down to business. There was too much coffee.

Executive report

Nothing to report: no communication regarding Legislative/Advocacy week.

Minutes

Last month's minutes were approved.

"Old" business

Committee focus:

- Speaking to public
- Stuff created for Pitch Box
 - The function of Pitch Box is identifying clusters in library service and media coverage.

Outreach Kit

- NJALL event needs materials
- Erin's making ½ general library promotion

Newsletter – spring

- Voter registration efforts
- Friends EBPL
- Summer reading

Conference - PR is sponsoring three programs: PR Liquid Lunch, jargon program, and photography program. Start promo.

- Liquid Lunch
 - Business cards/register – prize?
 - Ice breaking game – pass the orange?
 - Gather in corner (?)
 - Nachos

Upcoming meetings

April 11 - TBA