**NJLA Public Relations Committee April 2013 Meeting Minutes**

Attendees: Megan McCarthy, Nadine Sergejeff, Megan Wianecki, Lina Belkovitch, Karen Klapperstuck

March minutes were approved by Nadine; approval seconded by Megan W. Thank you Lina for taking the March minutes.

**Urgent Issues**

There were no urgent issues on the agenda.

**Executive Board Update**

As per Karen, the Executive Board is focusing on 2013 Conference and getting ready to overhaul/update NJLA's strategic plan.

**John Cotton Dana Award**

NJLA did not get selected for the I Love NJ Libraries campaign. Megan M. will request comments from the judges to see what we could have done differently. The committee agreed we should try to submit again in the future if allowed.

**Infographics for Public Policy Legislative Visits**

Thank you Emily for a great job on our infographic "Support Our Children: Restore New Jersey Public Library Per Capita State Aid." Emily will make a few final changes and send to Public Policy. The Committee agreed that we should do a series of these, focusing on jobs, community space and seniors, after we get some feedback from use of the one on children.

We will also do a more general infographic on per capita state aid that focuses on increasing the aid to $1.11 and why that figure is significant. Megan M. will email Public Policy to see if they are interested for the upcoming legislative visits.

We would also like to work on developing an infographic tool kit in the future so that individual libraries would be able to use a library infographic template they can personalize and share with their community stakeholders and the public.

**Conference 2013**

As of 4-25, our program "The Message Matters" has been cancelled, as the speaker is now unavailable. Nadine is working to see if we can still use the time slot and room for another program, conversation starter, etc.

PR will have a table set up in the hallway where the meeting rooms are to inform people about I Love NJ Libraries. Lina will make a tri-fold poster, Megan M. will make bookmarks to pass out.

We will also be doing our PR make over contest again (librarians can drop in their business cards to win a free consultation for their library with some of our PR committee members). Megan M. will make a sign explaining the contest and will provide a container for people to drop their business cards in.

**I Love NJ Libraries Social Media**

Jeannie C. will oversee the Facebook page for May. Thank you to Megan W. and Ellie for posting the past few months!

**I Love NJ Libraries e-news**

The next issue will go out in June and the focus is summer reading - we will discuss article topics and assignments at the next meeting.

**Assignments**

Megan M. will seek comments on JCD award, email public policy about the $1.11 infographic, make bookmarks to pass out at conference as well as a sign about PR make over

Nadine will contact Conf. Committee about cancelled program

Emily will make changes to infographic so we can send final to Public Policy

Lina will make a tri-fold poster about ILNJL for Conference

Jeannie will oversee ILNJL FB for May

Next meeting - Tuesday 5-14-13 10am-12pm (via Chatzy)

Minutes Submitted by Megan McCarthy