Attendance- PR Committee 9/13 /11

Changes to Roster List

Anne Roman- LMxAC

Megan McCarthy- Monroe Twp. Library –please add my info to the contact sheet!

Jeannie Collacott- Ocean County Library

Cell-732-604-4196/work 732-349-6200x5202

Pat Tumulty zip code should be 08607

Joan Divor cell 609-471-9404

Roz Giuditta zip code 07090

Nick Van Dorn

Nadine Sergejeff

Nicole Politi work 732-349-6200 x5311 nicole. [politi@gmail.com](mailto:politi@gmail.com)

(@nicole politi?)[not sure what she meant]

Mary Beth Fine work 609-625-2776 x6338 personal e-mail [MaryE702@aol.com](mailto:MaryE702@aol.com)

PR Person- Atlantic County Library System- Beverly Bird [BBird@aclsys.org](mailto:BBird@aclsys.org)

Phone Number 609-652-1956

Draft Minutes

NJLAS PR Committee Meeting

September 13, 2011

Attending: Heather Andolsen, Megan McCarthy, Jeannie Collacott, Pat Tumulty, Joan Divor, Nick Van

Dorn, Nadine Sergejeff, Nicole Politi, Mary Beth Fine, Roz Giuditta, Anne Roman.

**Next Meetings**:

Agreed from 10 am to 12 pm on the 2nd Tuesday of each month-

October 11

November 15

December 13 (may not need)

January 10

February 14

March 13

April 10

May 8

**Urgent Issues**: None

**NJLA Conference**: Pat said the NJLA conference may be moved back to mid May. May 14, 15, 16 or May 20, 21, 22 to give a 7 week break from PLA Conference in Philadelphia. They are looking at venues in the middle of the state. The decision will be made by the end of October. The PR Committee is tasked with finding programs for the NJLA Conference.

**Last Year’s Conference Programs**:

Discussion of last year’s PR programs at the conference: Joan discussed her program “This Library is Brought to You By…” on corporate sponsorships, Joanne Roukens did “Sell This Place-Promote Your Library by Using Basic Sales Techniques”, and Nancy Dowd did “Dress to Get Yes”. The PR Committee won an award last year for our work overall- also for Nadine’s work on the website- ILOVENJLIBRARIES.ORG.

**Introductions;** We introduced ourselves.

**E-Mail Option**: Heather says Ocean County Library’s filters sometimes spam e-mail, so if you haven’t heard from her, send an e-mail to [andolsen@yahoo.com](mailto:andolsen@yahoo.com) and put in the subject line NJLA PR Committee and she’ll respond.

**Functions of NJLA PR Committee**: We went over the functions of our committee. Nancy Dowd has left NJ State Library- hopefully whoever replaces her will be a liaison from the State Library and on our committee.

**PR Impact:** This piece was made to offer libraries simple steps to do advocacy and public relations. Pat sent it out in the list-serv. She suggested putting it on the wiki. Nicole suggested putting on Twitter, hot link and pictures. It was suggested that it could be a widget on a sidebar of our website. Pat said if make a separate PR Twitter account, we could take pictures of new people who get a library card and post them. Nicole and Nadine will work on the wiki and Twitter. If anyone has any suggestions on changing this, e-mail them or Heather.

**Twitter:** Megan suggested using Twitter for fun things like contests.

**Website:** There was dialogue about the website and how to get the information out there. The website was designed to present positive stories. Nadine says she hasn’t been getting much feedback or submissions.

**Logo:** Pat said that if we come up with a logo we could have a continuous link from NJ Library Association webpage. Heather will come up with several logos for us to discuss. Nadine will report back on the traffic statistics for the website.

**More Discussion on the Website**: We need to brand; Bring people to the website- number of clicks; encourage the content of the website- submission and awareness

**Identify PR Library Staff**: Contact People who do PR in Libraries

Ann suggested looking at Mid Hudson Public Library website, New York as a good example

Discussion of an internal e-newsletter to PR directors of each library- “You may want to keep up to date with libraries in New Jersey.”

Discussion of sending to Library Champions quarterly saying for more up to date information follow us on Twitter

PR “Kit”- send out a survey through survey monkey and Twitter to create an email list.

**Shop Rite Library Card Sign Up**: Nick talked about Shop Rite sign up event.

**Show and Tell:** Bring our best PR piece to the next meeting in October

**Themes for PR Impact:** Dialogue about what themes to use to expand the PR Impact to cover 12 months

Some ideas- Elections, Library Card Sign Up, Love Your Library, National Library Week, and Summer Reading.

**E-Newsletter**: Quarterly newsletter to be called ILOVENJLIBraries.org like website. Megan subscribed to ALA’s e-newsletter to see what it is like.

**Assignments:**

Logo- Heather will e-mail jpegs with suggestions. We will vote by e-mail.

Plan to brand the website more- Nicole doing Twitter with Nadine. Twitter will be same as website. Work on getting wiki.

Anne and Heather will work on survey monkey to identify PR people in libraries.

Jeannie and Heather will work on PR Impact and expand on June to December.

Nick is working on a success story about the library card sign up and will send to the website.

Nadine will work on the website sidebar on the e-newsletter. Figuring how to link back- Cap Wiz

Suggested we all go to NJLA Wiki to ask for permission to log on

Nick will work on the generic topics for the calendar, giving 15 day deadline. Send information to be added through the submission button.

**Urban Libraries**: Lina was working on the PR Kit. Anne will follow up with her.

**Honors and Awards**: Joe DaRold is looking to add a Rising Star award this year

**Image Campaign**: Karen Brodsky started last year and has images created. Put on as a future topic.

**Additional goals**: Conference, Website

**Press Releases**: Pat suggested preparing sample press releases for libraries to send out to the press on some topics that we are being proactive about.

**Library Forum:** Heather suggested contacting MSNBC’s Morning Joe to see if they would provide a forum about libraries.

**Snapshot Day and the Value of Libraries**- do press release to the media about both

**QR Tags**: Heather suggested QR tags as a Conference topic. Joan will explore QR tags for the next meeting.

**Social Media Forum**: Nicole is attending Social Media Forum and will bring back ideas.

Respectfully submitted,

Mary Beth Fine