

PR Committee Meeting Notes
Meeting 2/6/08 at NJ State Library, Trenton

Attendees:

Jill Faherty, Jennifer Konopacki, Kathy Dempsey, Nancy Dowd, Maureen Ritter

Next meeting will be held Wednesday, March 12th at 10:00 at Baker & Taylor, 1120 Route 22 East, Bridgewater, NJ 08807. You may join us there or conference call, details to follow.

Discussion and Action Items

1. Contact the Public Policy Committee. (*Jill Faherty will make initial contact, Kathy Dempsey will assist as contact, support with in-depth knowledge*)
 - a. How can we support their goals to publicize the results?
 - b. What do they have planned for the Potomac Survey?
 - c. Will they be writing a press release, similar to the MLS newsletter?
 - d. Post results, survey statistics on NJLA website?
2. Press release templates are available for publicizing many library causes such as Love Your Library Month, National Library Week, etc.
 - a. Notify libraries, via four NJ regional listservs, that ALA's website has a National Library Week press release template. The mailing list targets directors and listserv subscribers. (*Nancy Dowd will create and send out notification to libraries*)
 - b. For NJLA's listserv, we will customize it with a quote from Pat Tumulty in the NJ State's National Library Week press release, then send it out. (*Nancy Dowd*)
 - c. Notification of template will read something like this: "Did you know that there are press release templates to help promote your library and its services. You can plug in your information into the template and send it to your local newspaper. It's that simple, just use this link..."
3. Using the PR Committee's space on NJLA we will begin to post links to websites that produce press release templates. These sites include NJLA and ALA. Kathy Dempsey has a list which she will share with committee. We will discuss these sites, templates at the next meeting. (*Kathy Dempsey*)
4. Word of Mouth Workshop – this was tabled for later discussion. However, Nancy Dowd did provide detailed information concerning this potential workshop. We tentatively planned to have the workshop with next year's committee, most likely offer it as a NJA pre-conference option. Tabled for next meeting.
5. PR 101 workshop – Teaches how to write a press release, PSA, VNA, media alert and photo op. Also use the inverted PR pyramid, press releases and time sensitive materials to teach. Nancy Dowd has taught this workshop and we can use her

skills to learn (on the spot) how to teach it as a committee. This would be a ½ day workshop, 3 hours, preferably in May. Because NJ State library recently offered the workshop in southern NJ, we are going to contact northern NJ regional to see if they are interested in co-sponsoring this workshop in the next few months. *(Jennifer Konopacki or Jill Faherty will contact northern region, Nancy Dowd will lead workshop)*

6. If northern NJ is unable to schedule a workshop Jill Faherty will contact central NJ. We will also contact the paraprofessional committee to see if they are interested in having it as a workshop in their June conference. (Jill Faherty)