

NJLA Public Relations Meeting
2/10/17
Long Branch Public Library

Attending: Jill D'Amico, Andrew Luck, Emily Weisenstein, Stacy Brody, Rachel Paulus, Jessica Schneider, Michael Maziekien

Executive Report: Michael Maziekien – NJLA President Elect

- Conference will be held in Harrah's in Atlantic City on April 24-27
- NJLA is working on bringing in exhibitors
- New Legislation is on the table that requires number of school librarians in a district based on population size.
- NJLA will release a statement addressing issues of inclusivity.
- Chris Carbone drafted a letter to the Otto Bryns Library in Northfield in support of their World Hijab Day program.

I Love NJ Libraries Facebook Page:

- The FB Page now has 600+ followers
 - 200 or so people are reached per week.
 - Posts that are shared are the most popular (ex: Girls Who Code post was shared and reached more people)
 - Banned Books had a lot of interaction.
 - Last month, John Arthur suggested writing posts months in advance – these articles could be shared on FB, the website, and potentially in the newsletter.

Outreach Kit:

- Rachel has a list of potential sites for outreach.
 - Montclair Art Museum's Free Thursdays, Trenton Punk Rock Fest, SJ Book Expo, Essex Co. Cherry Blossom Festival among those discussed. Rachel will email committee the full list.

Snapshot Day:

- Jill will create an advocacy media piece.
- Peggy Cadigan said the NJ State Library will be making a poster with the stats.
- Pat Tumulty has asked specifically for job searching stats.

Newsletter

Special Legislative Issue will be the Spring issue: Chris Carbone will be sending out articles on legislation.

Winter Issue will be sent out ASAP.

Rachel is working on a job initiative article.

Ideas for PR/Outreach:

- Stacy suggested a PR event: Banned Books Cocktails – Washington DC Library hosts one. Stacy will look into further details.
- Creation of a 'Fake News' quiz – we can create content and send it out.

Upcoming meeting locations and days: March 17 – did we decide on a location?