



Public Relations Committee Minutes

December 6, 2007, 10:00 am – 12 noon

Present: Joanne Roukens, Ron Rizio, Mary Sanders, Angela Camack, Sheri Kendrick

Contact Information:

Name	Library	Email	Phone
Joanne Roukens	HRLC	jroukens@hrlc.org	973-664-1776
Ron Rizio	Montville Public Library	ronaldrizio@optonline.net	973-402-0300 x 222
Mary Sanders	Morris County Library	msanders@co.morris.nj.us	973-285-6950 x 209
Angela Camack	Sussex County Community College	acamack@sussex.edu	973-300-2164
Sheri Kendrick	Cliffside Park Public Library	clpkref@bccls.org	973-945-2867
Chris O'Brien	Jefferson Public Library	cobrien@main.morris.org	973-208-6115

1. *Introductions* – Group introduced themselves. *Joanne asked that anyone interested in being chair to please contact her after the meeting.*
2. *Committee charge* – here is the draft of the charge we created. Please review and send me suggestions or comments:

“The HRLC Public Relations Committee focuses on developing tools and templates for promoting library services and provides opportunities for members to share information that saves time and effort.”

3. *Strategic Plan* – reviewed *Initiative Five: Marketing and Public Relations*. Discussed member needs, work of previous taskforce, ideas for new projects
4. *Next steps:*
 - Investigate creating website templates
 - Committee will create a press release template and information on what makes a good press release
 - February mailing – get into the mailing a flyer highlighting the new committee and PR information available on HRLC website.
 - Explore training on and use of blogs for PR purposes
 - Possibly created an Annual Report template



5. *To Do* :

- Joanne will work with Karen Boyer to setup new committee webpage
- Mary will review the existing database brochure and see it needs updating
- Mary will review the existing program resource list and will discuss with Chris O'Brien
- Angela will check the ALA press release materials for adaptation
- Everyone will bring their press release examples to the next meeting
- Everyone will find out which website software/editing program they use at their library and bring that information to the next meeting
- Sheri will check into website templates used in Dreamweaver
- Joanne will speak with Ellen Osborne about blog training for PR purposes

The next meeting of the Committee will be on Thursday, January 10, 2008, 10 am – 12 noon, HRLC office

JR