



## PUBLIC RELATIONS COMMITTEE

### Meeting Agenda

Friday, March 17, 2017

Caldwell Public Library

#### Anticipated Attendees:

Linda Hoffman (Woodland Park), Claudine Pascale (Caldwell), Michael Drazek (Pompton Lakes), Ally Blumenfeld (Paterson), Patty Slezak (Wayne), Maria Deptula (Paterson)(unable to attend) and Luca Manna (PALS Plus).

#### Objectives:

1. Introductions
2. Schedule and location of 2017 meetings
3. Discuss Public Relations Committee 2017 duties & charges

**Duties & Charges:** Coordinate PALS Plus participation in the Passaic County Fair and other public events, spearhead advocacy and marketing activities. Interface with new members. Produce brochures and other informational publications, press releases and statements to the press. Maintain a media contacts list.

  - a. Develop and coordinate a summer program designed to entice patrons to visit other libraries. *2017 Summer Reading Theme Building a Better World*
  - b. Create a brochure showcasing the services provided through PALS Plus
  - c. Develop and create materials that can be locally branded promoting PALS Plus services; ie: infographs, bookmarks, National Library Week promotions, etc.
4. Discuss Committee Liaisons: Circulation Committee; Reference Committee; Youth Services Committee
5. Social Media: Facebook, Instagram, Twitter, SnapChat
6. Calendar of Events
7. Advocacy: Press Releases; Toolkits; Government Initiatives; Friends Groups, etc.
8. Set Goals