

## **RASD PR & Marketing Committee Meeting**

It was decided to go ahead and work on a countywide award for public relations campaigns in public libraries, and to have at least one more planning meeting before creating a sub-committee to do the work. It was determined that we probably need to do the following things:

1. Name the award (SLMA – Suffolk Library Marketing Award?)
2. Create a mission statement
3. Create Criteria (idea, execution, results, and innovation), (promoting a service, program, database, etc.)
4. What to ask about on the application (goals, measurement, length of time)
5. Create an application and put it online
6. Create a timeline
7. Decide when and where to give the award (SCLA annual dinner)
8. Choose a criteria for judges (SCLA officer, RASD officer, Professional PR people)
9. Campaigns should all be done in-house?
10. How to publicize the winner
11. Should there be an honorable mention?
12. How many entries will be allowed per library?
13. How should publicity materials connected with the campaign be submitted (pdf, paper, disc, DropBox)
14. Maybe contact the PRPLI Public Relations Professionals of Long Island
15. Should all departments in a library be eligible for the award (Children's, YA, Adult)?

We also discussed briefly the use of LibraryAware. Not all of us are using it yet. We all need more training.

Karen Cognato (HHHL) talked about a campaign her library is doing to promote their new App. She brought copies of fliers and cards for us to see.

**The next meeting for those who would like to work on the new PR Award, will be on July 11<sup>th</sup>, at 10:00 (coffee at 9:30), at the East Islip Public Library.**

The next meeting of the entire committee will be a joint meeting with the Electronic Resources Committee on **9/18/13**, at the Islip Public Library. The speaker will be Hilary Topper, president of the Social Media Association. Ellen Druda set up this meeting for us. Make your calendars now!

I am hoping to get, Nancy Dowd, as a speaker in the fall.

If you won't be at the 7/11 meeting, then have a great summer, and I'll see you in September.

Respectfully submitted,

Jo-Ann Carhart  
6/13/13