

MLA Marketing and PR Roundtable Meeting
January 11, 2008
9:30am

MINUTES

Members present: Trenton Smiley, Deb Biggs Thomas, Monica Fox, Leslie Burke, Hope Siasoco, Gretchen Couraud

1. Recap of Best of Show

- Trent asked for concerns/opinions for the Best of Show process, especially a perception that libraries of the committee members seem to win most often.
- Monica mentioned that this might seem like the case since there is a high percentage of libraries on the committee that participate in BOS, but that the judging process is fair because members of the committee don't judge in their own category.
- All agreed that we should write up something that explains the judging process, along with a list of criteria and an explanation of why the winners were chosen.
- A suggestion was made to put photos of the winning entries on the
- Hope suggested adding coops/multi-library initiatives as a size category.

2. Recap of MLA Fall Conference from Gretchen

- The Conference received very positive feedback from attendees
- 880 attendees
- The conference made the budget
- 2008 conference will be held at the Kalamazoo Radisson

3. Spring Workshop Planning – Porn, Policies, and Public Relations

- Gretchen gave some background on the how the idea for the workshop came up. Several libraries had talked to her because they were being approached by the media to comment on their “Internet Porn” policy and they didn't have any ready answer and it wasn't effective or fast enough to try to explain the policy.
- Gretchen has recruited Anne Seuryneck to speak at the workshop and is working on getting a discussion panel together.
- Gretchen is also getting some help from some media crisis communications consultants to help with the afternoon session on creating your message.
- What Gretchen wants from the Marketing & Public Relations Roundtable:
 - Create 5-6 scenarios related to pornography situations that come up in the library. Issues to include are patron behavior, patron privacy, child pornography, intellectual freedom, open access.
 - Create a toolkit that includes:
 - What does the librarian/staff person do when they encounter the situation?
 - What follow-up is needed with the library management?
 - What do we tell the media? – Come up with some quick talking points/slogans
 - Also, what are some quick talking points, facts that we can have readily available when the media calls?
 - Possibly have practice interviews so people can practice reacting to media questions.
 - Crisis communication do's and don'ts

- Hope is going to send out messages to TLN, Valley Consortium and the Community College list servs to try to get ideas for the scenarios.
- Deb is going to work with Hope to get a message to academic libraries for situations from that environment.

4. Next meetings – February 8 at 9:30am and March 14 at 9:30, MLA Offices.

5. Meeting adjourned at 10:45am.

Respectfully submitted,
Monica Fox
Chair-Elect,
MLA Marketing & PR Roundtable