

Public Relations Committee Meeting Minutes / February 2, 2001
Houston, all lights are green. All systems are go. We are go for launch.

In attendance were Toni Olshan, Gary Roberts, Rosalie Mulhollen, Dave Snyder, and Patricia Mebius. We reviewed all that we have accomplished and it is substantial. To recap:

- Dave's article appeared in the *Fiat Lux* and it is awesome. Great publicity! Toni noted that it is the 1st story about the library in a long time and is a big deal for Herrick.
- Rosalie finished a wonderful flyer. She also refined a brochure that she and Dave worked on. Both are colorful, captivating, and way cool. Toni mentioned the obvious - that we needed our Web address on them and we are all grateful that she saved us from future embarrassment. **(Doh!)**
- Toni will check into the *Joseph Cotton Dana Award* and see if any of our creative efforts might garner us any recognition. Gary will also check into the possibility of publishing an article about our joint staff/librarian efforts in *Library Mosaics*.
- Toni has spoken with Sue Goetschius about campus-wide e-mail publicity. Sue will take her info from the *FL* article. Advertisements will also be in the mailbox flyers and on the weekend update that Dan Napolitano does.

- We will make about 50 flyers and put them up all around campus, the PCC, the library, bulletin boards, the Post Office, and around town, etc. We will also send them to RAs for them to post. Gary will take care of the PCC distribution.
- We will make 75 brochures and have students "push" them to other students as they are checking out their books.
- The box for completed entry forms will be on the counter and although we all loved Gary's idea of using the fan and having crepe paper flying all around it, we decided it might be bit too much.
- Toni brought up the great idea to use one of the display cases to showcase the contest. Patricia will work on that.
- Rosalie will make a button for the reference librarian on duty to wear to advertise their willingness to help during the contest.
- Next week we will put up the banner and the flyers. So, we are down to the final countdown and lookin' good. Mighty darn good.

10...9...8...7...6...5...4...3...2...1...**Blast Off!!**