

CO-6

Public Relations/Membership Committee Report

July 23, 2005 MPLA BOARD MEETING

Theresa Dickson and JaNae Kinikin

- Requests were sent to state representatives, asking for help in 1) a listing of state newsletters, and 2) help getting publicity on MPLA included . Responses were received from only four.
- Press releases advocating MPLA membership and activities were created and sent to each state representative for inclusion in their state newsletter(s). At this time, we know they were included in four states.
- Publicity was sent to ALA on the MPLA conference.
- Although inquiries were made about reminding members about their dues, we understand that there is a policy in place followed by the Executive Secretary.

In addition, members have some questions and suggestions which might make the job easier:

- In the future, posters should be distributed to libraries and flyers given out at the state library meetings to tell people about the upcoming MPLA conferences.
- Questions about a budget allocation for the production and postage of PR materials have gone unanswered, we think this expense would be worth pursuing.
- Can we change the MPLA Logo? We are unaware of how long MPLA has had this symbol and would be interested in the history, etc., of this logo.
- We recommend a newly re-designed promotional brochure. Having the same brochure year after year demonstrates an organization that is not concerned about improving or progressing.