

PR & Advocacy Committee 2004 Report

The main focus this year has been the Annual Fall Conference, specifically, the spring teaser, registration packets and the compilation and creation of the printed Conference Program. The Conference Committee requested photos representing Boise for the cover and we were able to provide a selection from which they could choose. We would like to thank local resident Michael Snow for taking time out of his schedule to take the photos.

The PR & Advocacy page was updated and given a fresh new look. A number of issues were identified and new links were added. This included such topics of interest as marketing, advocacy, and planning.

Since the completion of the updated page on August 31, 2004 the number of visits went from 96 to 283 (as of October 3, 2004). We attribute this to both the update and posting to LibIdaho. We would like to suggest a regular posting to the listserv reminding the community of its existence.

The committee was asked to consider funding a subscription to *The Northern Rockies News Service*, which provides a source to publicize library issues to media over a wider area. We were happy to be able to comply. Main contacts for this service for the library community are Barbara Greever, Kay Flowers, Michael Greenlee and Vicki Kreimeyer.

We would like to suggest providing signup sheets at all the conferences for individuals willing to speak on advocacy issues. To help identify issues of interest for the library community it is recommended to provide a forum and/or suggestion sheet for input at conferences. Additionally, posting an online form on the PR & Advocacy webpage could provide the opportunity for year round input.

I would like to take this opportunity to thank my wonderful committee members, Karen Yother, Kari Wilson, Clydene Blocker and Marie Strong without whom I could not have continued as committee chair throughout my term.

I would also like to thank the Idaho Library Association for providing me with the opportunity to serve on this committee.

Respectfully submitted

Susan R. Wagner, Chair, PR & Advocacy Committee