



Public Relations Insider

Northwestern Division

Zoom Meetings

The Importance of Attending Quarterly Zoom Meetings

The ALA National Public Relations committee will be hosting quarterly Zoom meetings. The purpose is to educate, share deadlines and dates, information, and communicate with department PR chairs who are in charge of making sure the information gets passed to the heart and soul of the ALA – our units! Topics of discussion are put together by the national chair and the committee.

With Zoom meetings we have a chance to meet each other face to face without the worries of travel. Virtual meetings give us the opportunity to ask questions and get a response right away. We have the chance to share information with other departments, learn from those who have more experience, and get new and fresh ideas. We get that opportunity to put a face to the names of members that are working together in our Public Relations forum.

We have a Zoom meeting scheduled for Monday, January 8 at 7 p.m. Eastern (Remember to adjust for your time zone). A registration email will be sent out by division chairs to department chairs the first week of December. If you have not received yours, please reach out to your divisional Chairperson for the registration information.



How do I get the local paper to cover my unit's activities?

- Make sure to introduce yourself as the public relations chair, of your unit, district, or department.
- Make sure your contact information is included in your press release.
- Invite the editor or a reporter to lunch or coffee, let them know who the ALA is and why we do what we do.
- Always send complete information.
- Invite the editor and /or reporter to your event.
- Always be polite. Remember editors and reporters have deadlines so remember to thank them for their time.



Preparing for Zoom

- Find a quiet room.
- Avoid having a window in your background. The light from the window can turn you into a silhouette, making it hard for everyone to see your face.
- Have good lighting.
- What's behind you? Take a look around. What can others see in your background? Is there anything you don't want others to see? The last thing you want to happen is for people to see something embarrassing in your background.
- Dress as if you are attending an in-person meeting ... at least from the top up.
- Position yourself in front of your device. Sit so you are in the center of the screen. Try to be at about eye level with the camera. If your laptop or phone is too low, you may have an unflattering shot. If your device is too low, try propping it up higher.
-

Be a good participant

- Mute yourself. If you are not talking, stay muted.
- Use headphones or earbuds to help you hear more clearly and reduce echoes
- Remember – you're on camera and you don't know when someone is watching you. Try to avoid yawning or making facial expressions you don't want others to see.
- Avoid checking emails or texts. Stay present, and give the meeting host your full attention.
- Turn your camera off if you have to get up.

This is an excerpt from an article originally published in the February 2021 *Auxiliary* magazine.