North American Serials Interest Group

NASIG Newsletter

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Committee Reports

2010/2011 Publications and Public Relations Committee Annual Report

Submitted by: Kathryn Johns-Masten

Members

Kathryn Johns-Masten, chair (State University of New York at Oswego)
Jeannie Castro, vice-chair (University of Houston)
Betsy Appleton, publicist (George Mason University)
Amanda Price, publicist-in-training (Mississippi State University)
Susan Banoun, member (University of Cincinnati)
Sandy Folsom, member (Central Michigan University)
Steve Kelley, board liaison (Wake Forest University)

Continuing Activities

Betsy Appleton continues to serve admirably as NASIG publicist. Amanda Price, publicist-in-training, has worked closely with the publicist to learn the job and is prepared to move into the publicist position. The publicist/publicist-in-training have been sending announcements frequently regarding the upcoming NASIG Annual Conference. Prior to the annual conference the chair and vice-chair will work with the publicist to review the listserv list and ensure it has up-to-date contact information.

We continue to send out solicitations for new NASI*Guides* in partial fulfillment of our charge to encourage the publication of new serials-related literature. During the year we contacted authors of older guides to have them updated. Unfortunately most authors were not able to update their guides. Therefore a notice was put in the *Newsletter* seeking authors or editors for the older guides and new guides. The older guides were removed from the website when no authors or editors could be found. Two people were interested in writing a new guide and revising an older one. I'm happy to report that the new guide was written, reviewed, and published. The guide that was set to be revised has not yet been updated by the interested person. Hopefully that will be done over the summer of 2011.

Completed Activities

The publicist's role has changed. The publicist will write a more publicity-like copy for the conference than in the past by working with the Conference Planning Committee (CPC) and Program Planning Committee (PPC). In order to gather information about the activities of these committees, the publicist will be included on the CPC and PPC listservs and will listen in on their committee conference calls. The publicist will write copy and send it to the CPC and PPC chairs for review, to ensure that the details of the announcements are accurate (regarding dates, locations of events, etc.), before the announcements are generally broadcast. We are currently finishing up a revised *Publicist's Manual* which will be placed on the committee's private web space.

One new NASI*Guide* has been completed and is available on the website, titled *Classifying Newspapers*.

Budget

$0.00

Recommendations to Board

Perhaps NASI*Guides* are no longer something of interest for our membership to create. More could be done to raise the visibility or knowledge that they exist.

Submitted on: May 3, 2011