

NASIG Newsletter

Vol. 25, no. 4

December 2010

eISSN 1542-3417

Other NASIG News

Committee Updates

Publications and Public Relations Committee

Fall Report, November 2010

Chair:

Kathryn Johns-Masten (SUNY Oswego), 09/11

Vice Chair:

Jeannie Castro (University of Houston), 10/12

Members:

Betsy Appleton (George Mason University), 09/11,
Publicist

Susan Banoun (University of Cincinnati), 09/11

Sandy Folsom (Central Michigan University), 09/11

Amanda Price (Mississippi State University), 10/12,
Publicist-in-Training

Board Liaison:

Steve Kelley

Narrative of Activities

Continuing Activities

Following the suggestion of previous Vice Chair, Joseph Thomas, the Chair and new Vice Chair will work together to draft a new webpage with the goal of providing information on calls for papers, people interested in collaborating, and people seeking co-authors. This will serve our charge of "serving in a proactive role to encourage publication of serials-

related literature, whether for publication by NASIG itself or by an outside publishing agent."

Betsy Appleton continues to serve admirably as NASIG Publicist, and is joined by new member, Amanda Price, as Publicist-in-Training. The publicist has been sending announcements and we will continue to update the Publicist's Manual as needed. 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 *NASIGuides* in partial fulfillment of our charge to encourage the publication of new serials-related literature. 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 will be reviewed and removed from the website if no authors can be found by December 2010. Two new guides should be available on the website by December 2010. We will publicize these via the blog, Facebook, NASIG website and email.

Completed Activities

The publicist's role has been changed. The publicist will write all publicity copy for the conference 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.

The Publicist's Manual has been updated and placed on the committee's private web space.

We have 2 new guides that should be completed and uploaded on the website by December 2010.

Activities that Support the NASIG Strategic Plan

We will continue to brainstorm and develop initiatives to expand and publicize the Speakers and Consultants Directory. We also want to raise the visibility of the organization and the expertise of its members through new avenues and publicity messages, such as the collaborative webpage mentioned first in continuing activities.

Any Changes or Exceptions to the Budget

None

Submitted by

Kathryn Johns-Masten