



**From:** NJLM - Municipal Clerks [mailto:njlm-clerks@cityconnections.com]

**Sent:** Monday, October 12, 2009 3:43 PM

**To:** Lashway, Lisa

**Subject:** Mayors Ltr

## LEAGUE ALERT

Municipal Clerk: Please forward to Mayor and Governing Body.

October 12, 2009

**Re: I      Important Conference Session Using the “New Media”**

**Re: II     REMINDER- New Jersey State League of Municipalities  
94TH ANNUAL LEAGUE CONFERENCE**

### **RE: I. Important Conference Session Using the “New Media”**

Dear Mayor:

This is our eighth letter highlighting League Conference sessions. Today we highlight another unique session and a new resource for New Jersey municipalities.

**On Wednesday, November 18, at 2:00 p.m., in Room 308 of the Atlantic City Convention Center,** Edison Mayor Jun Choi will be joined by noted public information and communications professionals Dale Florio, Joe Ryan and Desiree Peterkin Bell for a program detailing, **“Using the New Media to Communicate and Campaign.”**

Today’s citizens get information from many different sources. Demographics tell us that certain age groups tend to print media, while others rely heavily on online sources. And, where do those online visitors go for their information? They go to social networks, like Facebook, micro-blogs, like Twitter, and video sites, like YouTube. Some get information on laptops, some on their smart phones.

To reach all constituencies, officials need to get information out through all of these sources. At the same time, they must still provide timely, detailed information on a website. “Using New Media to Communicate and Campaign” will offer a basic overview of what new media is, how

it is being used, the benefits and drawbacks of options, and why these options are being employed.

On Wednesday, November 18, at 2:00 p.m., learn what the new, “social media” buzz is all about and how it can benefit you, the municipal official, in communicating with your constituents.

Then, for more detailed information about how to implement these and other online tools, municipal officials are invited to attend meetings of the Government Web Professionals of NJ ([www.GoWProNJ.net](http://www.GoWProNJ.net)). This NJ group of municipal and county employees, associated with the National Association of Government Webmasters ([www.NAGW.org](http://www.NAGW.org)), focuses on using the web to effectively communicate with constituents and doing it all with ever tightening budgets. Their next meeting is scheduled for Friday, December 4 at the Gloucester County Complex in Clayton NJ. The presentation at that meeting will be on Social Networking: Automating the Process.

For more information on this and other sessions, visit the League’s website at [www.njslom.com](http://www.njslom.com). Also, be sure to read more about the Conference in the October and November editions of our magazine, *New Jersey Municipalities*.

Very truly yours,

William G. Dressel, Jr.  
Executive Director

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**Re: II. REMINDER- New Jersey State League of Municipalities  
94TH ANNUAL LEAGUE CONFERENCE  
ATLANTIC CITY CONVENTION CENTER  
NOVEMBER 17TH – 19TH**

**NJLM TICKETED MEAL FUNCTIONS REMINDER - TIME IS RUNNING OUT**

**TO OBTAIN A MEAL TICKET ORDER FORM GO TO WWW.NJSLOM.ORG**

**TICKETS ARE STILL AVAILABLE FOR**

**SUSTAINABLE JERSEY AWARDS LUNCHEON \$35.00**

**Tuesday, November, 17 Sheraton Hotel Crown Ballroom**

**MAYOR’S BOX LUNCHEON \$20.00**

**Wednesday, November, 18 Sheraton Hotel Crown Ballroom**

**WOMEN IN GOVERNMENT BREAKFAST \$45.00**

**Thursday, November, 19 Sheraton Hotel Pearl Ballroom**

**LEAGUE DELEGATES LUNCHEON**

**\$35.00**

**Thursday, November, 19 Sheraton Hotel Crown Ballroom**

**TO OBTAIN A MEAL TICKET ORDER FORM GO TO [WWW.NJSLOM.ORG](http://WWW.NJSLOM.ORG)**

1. SCROLL DOWN TO “ANNUAL CONFERENCE”
2. CLICK ON “2009 94TH ANNUAL CONFERENCE
3. UNDER TICKETED MEAL FUNCTIONS – PRINT THE MEAL TICKET REGISTRATION FORM (WORD / PDF)”
4. FILL THE FORM OUT AND MAKE CHECKS PAYABLE TO:

**NJLM, 222 WEST STATE STREET, TRENTON, NJ 08608**

**WE DO NOT ACCEPT FAXED ORDERS**

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