

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
April 24, 2023

## Updates & Opportunities

### Statewide Marketing Campaign Naming Contest Winner Announced!

The NJ State Library, LibraryLinkNJ, NJLA & Libraries Are Essential are excited to soon launch a digital marketing campaign that can be used by public libraries throughout the state to let people know just how much New Jersey libraries have to offer beyond books! Thank you to everyone who submitted your ideas to our campaign naming contest! We had so many great submissions, it was tough to choose just one. A special thank you and congratulations to **Marygrace Luderitz from the Long Hill Township Library** who came up with the winning entry! [Visit the Statewide Digital Marketing Campaign webpage](#) to view the selected name, and stay tuned for a rollout of shareable digital marketing materials.

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### Inaugural 90 Second Newbery Award Film Festival Recap

The inaugural 90 Second Newbery Award Film Festival, sponsored by the NJ State Library, drew an enthusiastic crowd of about 85 young filmmakers and their families and friends on Sunday, April 16th at the NJ State Museum's Auditorium. [Click for the recap.](#)

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### NJ State Librarian Pens Letter to the Editor

New Jersey State Librarian Jen Nelson wrote an op-ed piece titled "More Than Books" that was recently published in the Philadelphia Inquirer. The piece

focuses on the impressive range of services that New Jersey libraries provide to their communities that go beyond books. [Click to read.](#)

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## NJLibsGrowBiz Webinar: Learn About the Women's Center for Entrepreneurship Corp.

Libraries working with entrepreneurs and business owners have an additional resource to partner with! Join NJLibsGrowBiz for a webinar on **April 26th from 2:00-3:00 pm** for more information on The Women's Center for Entrepreneurship Corp. (WCEC). The WCEC's mission is to empower women to invest in themselves via entrepreneurship by providing necessary resources for women to successfully start, own, operate, & grow their businesses. [Click to register.](#)

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## NJSL Digital Literacy Forum

The second annual NJSL Digital Literacy Forum will focus on the theme of Literacy Before Digital Literacy. This event on **May 11, 2023**, at the Monroe Township Library from **9:30am – 3:30pm**, will foster an open and encouraging environment for NJ libraries to expand capacity in response to literacy needs in their communities. [Click here to learn more and register.](#)

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## Annual NJALA Conference Returns In Person

The 34th Annual NJALA Conference is coming up and this year it will be in person once again! Taking place on **Tuesday, June 6<sup>th</sup>** at Mercer County Community College, this is a great professional development opportunity for support staff of New Jersey Libraries. [Click here to learn more and register.](#)

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## NJ State Library Invites You to Tee Up for Talking Books!

The 12th Annual Talking Book and Braille Center Golf Classic will take place on **June 13<sup>th</sup>** at the Cherry Valley Country Club in Skillman, NJ. Proceeds benefit the NJ State Library Talking Book & Braille Center, New Jersey's only FREE public library for the reading and print disabled. [Click here](#) for registration, sponsorship opportunities, and more information.

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## New Jersey Department of Human Services Publication on Naloxone in Libraries

The NJ Department of Human Services has created a one-page document, "Naloxone at Libraries," which provides needed guidance and requested information to help assuage concerns and promote registration and naloxone ordering through the DHS Naloxone DIRECT Portal. [Click here to learn more.](#)

## Professional Development Opportunities

Check out the upcoming LYRASIS CE opportunities on their [calendar here](#).

[Click here for a monthly national list](#) of NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs.

## Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our [Marketing Blog](#) updated monthly. Here's our most recent blog posts:

- [How To Be A Better Blogger](#)
- [Inspiration for Library Reels](#)
- [A Resource Guide to Social Media in 2023](#)
- [Social Media Trends for 2023](#)

Download marketing resources from State Library Vendors & Partners [here](#).

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