

- I. REPORT DATE: May 7, 2021
- II. NAME OF COMMITTEE: Publicity & Outreach Officer
- III. MEMBERS: Lisa Shiota
- IV. BOARD ACTION REQUIRED: no
- V. BRIEF SUMMARY OF ACTIVITIES

- I had one virtual music librarianship presentation for Florida State University on January 23, 2021. There were 11 participants who were very engaged in the session.
- Statistics for the new members survey (link is in the registration form and at <https://www.musiclibraryassoc.org/page/JoinMLA>) from January 19, 2021 (date of last board report) to May 7, 2021:
 - 32 responses received
 - 53.13% (17 respondents) heard about MLA through a colleague
 - 28.13% (9) learned about MLA from another source*
 - 18.75% (6) learned about MLA through the MLA website
 - 9.38% (3) learned about MLA through an MLA chapter (New England and Midwest)
 - 3.13% (1) learned about MLA from a library conference (MLA)

*Other sources included doing an internet search (2), MLStEP, and a former editor of Guitar Player Magazine(!)

Several respondents (6) have heard of MLA through their professors in music school or in library school. This, I believe, underscores the need to continue doing outreach in these directions, although the lack of other sources (such as from public libraries, for example), may point to unexplored avenues.

- Posts continue to be added to Facebook, Twitter, and the blog, which included posts during and after the MLA/TLA annual conference during the first week of March, and MLA's statement opposing anti-Asian violence.

VI. IMPLICIT BIAS TESTING REPORTING: Completed. Please see Winter 2021 board report.

Respectfully submitted,
Lisa Shiota