AALL Public Relations 2009–2010 Annual Report

The Public Relations Committee continues to embrace the strategic goals of leadership and education through articles in each issue of *AALL Spectrum*. Subjects ranged from public speaking, good will ambassadors, marketing, training, and social media strategies. This year the committee focused on the Public Relations website on AALLNET to better serve AALL members. The site underwent a refresh in spring 2010 to add more description around the content and update the Resources page. Cindy Spohr developed the content, and Elizabeth Farrell, the committee webmaster, implemented the changes.

The committee also felt that the valuable public relations-focused themes, ideas, and tips within the *AALL Spectrum* articles were difficult to find and decided that indexing the articles would provide better access for AALL members. Maureen Anderson developed the index and assigned the articles, and Tawnya Plumb assisted her with the final details. Elizabeth Farrell implemented the index on the Public Relations website.

At the committee meeting during the 2009 Annual Meeting, the committee determined that the "Day in the Life"(DITL) contest should go back to the every-other-year schedule due to the lower number of submissions when the contest was held two years in a row. The next DITL contest will be held in 2011. Also, during this meeting the committee decided not to hold the Public Relations Round Table at the 2010 Annual Meeting. Due to the great number of conflicts, this session was very poorly attended at the 2009 Annual Meeting.

The Excellence in Marketing (EIM) award winners were determined in March 2010 by a subcommittee including Karen Brunner, Deborah Dennison, and Cindy Spohr. Awards were made in all categories, although the number of entries were again low. In one category, we had only one entry. There was not a sponsor of the EIM awards in 2010, so winners did not receive a cash prize as in past years. They did receive a plaque and recognition at the Annual Meeting.

In January 2010 the AALL Board asked the Public Relations Committee to work on a new project on the Promotion of Law Librarians to the Legal Community (now also known as Best Practices). A subcommittee met to discuss plans, and additional meetings were held with Donna Williams and Julia O’Donnell. The current plan consists of asking members for success stories to create a repository of real life situations and how they were successfully addressed, to create a new Best Practices home page using the tagging feature on the new AALLNET, and for the committee to develop a list of best practices. The committee will continue to work on this project in 2010–2011.

Members of the 2009–2010 Public Relations Committee were Cindy Spohr, chair; Karen Brunner, vice chair; Maureen Anderson; Deborah Dennison; Elizabeth Farrell; Tawnya Plumb; Carol Schmitt; Lisa Smith-Butler; and Duane Strojny. The AALL Board liaison shifted during the year, with Donna Williams currently in the role. Julia O’Donnell provided support for the *Spectrum* articles and the EIM awards.

Respectfully Submitted,
Cindy Spohr
Chair 2009-2010