Committee Name: Public Relations Committee

Committee Charge:
Develop materials that will inform those within and outside the profession regarding the value of law librarians
Selects one (1) or more recipients every year for the annual AALL Excellence in Marketing (EIM) Awards, or no recipient if it deems none of the nominees sufficiently qualified, and will submit the winning recipient's name(s) to the Awards Committee. The Awards Committee will oversee the grant of the annual AALL Excellence in Marketing (EIM) Awards to the recipient selected by the Public Relations Committee. Submit a column on a public relations topic for each issue of the AALL Spectrum.

Major Activities for 2010-2011:
The PR Committee participated in the CONELL Marketplace at the 2010 Annual Meeting and spoke with many attendees. The Committee table in the Exhibit Hall displayed the winning entries in the Excellence in Marketing Awards.
The Strategic Directions of leadership and education are carried out in the activities of the Committee. This is clearly demonstrated in the articles written by Committee members for each issue of AALL Spectrum. A recent example is "The Public Relations of Excellence."
The two major initiatives of the Committee are currently in progress: Excellence in Marketing Awards and "Day in the Life" photo contest. The Committee will review and discuss the results of both at the Committee's meeting at the 2011 Annual Meeting. If appropriate, the suggestion that these two projects take place in alternate years will be formally recommended to the Board. The main concern is encouraging participation in both projects by AALL members.

Proposed Activities for 2011-2012:
Updating the Committee website is an ongoing project. Recent additions include further indexing of the Committee's AALL Spectrum articles which was started in 2009-2010. More references are being added to the Resources section. These activities should be conducted annually.
Work continues on the special project assigned by the Board in 2009-2010: Promotion of Law Librarians to the Legal Community. Success stories are being collected from AALL members and will be organized and made available on the new AALLNET. A subcommittee has met several times and will create a framework to continue/conclude the project next year. The goal is to assist AALL members in demonstrating their value to their organizations and the legal community.