The Public Relations Committee supports the strategic goals of leadership and education with activities throughout the year. An ongoing effort is the contribution of an article written by a committee member to each issue of *AALL Spectrum*. Topics included marketing to your patrons as well as to the wider community and tips for taking the mystery out of marketing. The index to *Spectrum* articles, developed by last year’s committee, was updated. During the committee meeting at the 2011 Annual Meeting, a discussion took place about moving the index and other substantive content from the former committee website to the new AALLNET.

The Excellence in Marketing Awards winners were selected in March by a subcommittee including Melissa Serfass, Cheryl Cheatham, Lisa Smith-Butler, and Karen Brunner. A winner was chosen in each category and awards were made at the opening reception at the 2011 Annual Meeting.

The “Day in the Life” Photo Contest also took place this year. A subcommittee consisting of Maureen Anderson, George Carter, Tawnya Plumb, and Deborah Rusin selected the top five entries in each category. AALL members voted in April for the winner in each category and the three best overall photos. Framed copies of the winning photos were displayed at the committee’s table in the Exhibit Hall at the 2011 Annual Meeting.

The committee continued work on the project *Promotion of Law Librarians to the Legal Community* (also known as *Best Practices*) initiated by the AALL Board in January 2010. AALL members were asked to submit PR/marketing success stories, which will be disseminated through AALLNET. Other possibilities discussed at the committee meeting in Philadelphia include circulating a list of Top Ten Tweets. Work on this project will be carried on by the 2011-2012 committee. The subcommittee consisted of Maureen Anderson, Lisa Smith-Butler, George Carter, and Karen Brunner. Cindy Spohr, 2009-2010 PR committee chair, also participated.

Members of the 2010-2011 Public Relations Committee were Karen Brunner, chair; Maureen Anderson, vice chair; George Carter; Cheryl Cheatham; Elizabeth Farrell; Tawnya Plumb; Deborah Rusin; Melissa Serfass; and Lisa Smith-Butler. The AALL Board liaison was Lucy Curci-Gonzalez, and Julia O’Donnell was HQ staff liaison.

Karen Brunner
Chair