AALL Committee Activities and Action Plan

Name: George P. Carter
Title: Vice Chair
Email: georgec@sblawlibrary.org

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 Excellence in Marketing Award, 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 AALL Spectrum

Major Activities for 2011-2012:

AALL Spectrum Articles: The PR Committee continued its work to inform members on topics and issues related to public relations and advocacy of law libraries through its monthly Spectrum article.

AALL Day in the Life: The PRC ran its "Day in the Life" contest in order to preserve law librarian history and to promote the law librarian profession. It is currently reviewing submissions.

The PRC made a formal proposal to the Board regarding the "Day in the Life" Photo contest, extending the submission window from "February only" to October to February.

Excellence in Marketing Award: A subcommittee of the PRC was established to streamline the process; the subcommittee is currently working on selecting winners.

Other Business:
The PRC discussed the possibility of conducting the EIM and "Day in the Life" contests in alternate years, but it was the conclusion of the committee that it is best to continue both contests annually.


A webinar highlighting marketing from three different libraries, academic, law firm and county is currently in progress.

Proposed Activities for 2012-2013:

1. The PRC will continue contributing a monthly article to Spectrum to inform AALL members on topics of advocacy, marketing and public relations in relation to law libraries.

2. The PRC will continue to conduct the Excellence in Marketing Award.

3. The PRC would like to start add a video category to the "Day in the Life" Photo Contest.
a. Or alternatively create a separate contest, "Day in the life video." If the committee decides to run a separate contest for video submission, the committee may move to alternate years between the photo and video contests.

4. The PRC chair would like to create Twitter Account on behalf the Public Relations Committee in order to provide short facts or points about law libraries that people can use or retweet in order to promote law libraries or their law library institution.