Public Relations Annual Report 2011-2012

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 effective use of signage, marketing, advisory councils, and digital technology.

At the Committee meeting during the 2011 Annual Meeting, the Committee determined that the "Day in the Life" (DITL) photo contest should be held every year to maintain membership interest. The next DITL contest will be held in February 2012. A decision was also made to change the rules of the DITL contest. In order to accommodate schedules and spontaneous snapshots, any photographs taken from December through February are eligible for the contest now. The DITL photo contest was led by Vice Chair George Carter along with Cheryl Cheatham and Joy Shoemaker.

The Excellence in Marketing (EIM) award winners were determined in March 2012 by a subcommittee including Maureen Anderson, Shawn Friend and Melissa Serfass. Awards were made in all categories, however, the number of entries were again low. There was not a sponsor of the EIM awards in 2011, so winners did not receive a cash prize as in past years. They did receive a plaque and recognition at the Annual Meeting.

Members of the 2011-2012 Public Relations included Chair, Maureen Anderson; Vice Chair, George Carter; Joy Shoemaker, Shawn Friend, Elizabeth Farrell; Cheryl Cheatham, and Kathleen Fletcher. The AALL Board Liaison was Lucy Curci-Gonzalez. Julia O’Donnell provided support for the *Spectrum* articles, DITL contest and the EIM awards.

Maureen Anderson, Chair