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 2012-2013:

AALL Spectrum Articles: The PR Committee continued its work to inform members on topics and issues related to public relations and advocacy of law librarians 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. This year we included a day in the life of a government documents librarian to assist the special FDLP Task Force.

Excellence in Marketing Award: The committee continued its activities in relation to the award and the subcommittee is currently working on selecting winners. Language for the contest was updated to better provide the option of video submissions.

At the direction of President Elect Anderson and in line with the strategic directions the committee began developing a talking points memo to help association members to more succinctly communicate the values of law librarians.

The committee also created a website dedicated to the Public Relations Committee to assist the association with finding tools and information about public relations. This was conducted by a subcommittee consisting of Deborah Schander and Cindy Dabney. They coordinated their efforts with AALL.

Proposed Activities for 2013-2014:

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 will continue maintaining its web lists of PR and marketing resources for librarians, hosted on AALLNET.

4. The PRC will begin planning a marketing video about law librarianship, to be completed in 2014-2015. We will reach out to the Recruitment to Law Librarianship Committee for possible cross-committee coordination.

5. Will maintain and update as necessary a talking points memo on the value of law librarians in conjunction with AALL's strategic directions.