Public Relations Annual Report 2012-2013

The Public Relations Committee continues to position itself to assist AALL with the execution of its strategic goals. The committee has continued to support membership by contributing a monthly article to *AALL Spectrum*. Subjects are wide ranging and are intended to provide practical and conceptual advice to membership on topics directly related to public relations. This year’s articles included topics such as Twitter and customer service.

At the beginning of 2013 President-Elect Steve Anderson tasked the committee with creating a working paper on talking points for members to use for advocacy. A complete draft, titled *Law Librarian: the Indispensable Resource*, was submitted to Executive Board for review before the April board meeting. The document will continue to be updated and re-worked as necessary to assist membership with communicating the value of law librarians. This document is directly related to the new strategic plans currently being implemented.

The committee updated the language of the Excellence in Marketing Award (hereafter EIM) rules for the Technology Category. The language change was made to be more inclusive of electronic submissions such as YouTube Videos. A law library infomercial broadcast on YouTube was selected as the winner for this year’s technology category.

The EIM award winners were determined in March 2013 by a subcommittee including George Carter, Linda Sobey, Kathleen D. Fletcher, and Joy Shoemaker. Awards were made in all categories and the number of entries increased slightly. Winners received a plaque and recognition at the Annual Meeting.

The “Day in the Life” (hereafter DITL) was administered again in accordance with a previous decision by the committee to hold the contest annually. A subcommittee consisting of Shawn Friend, Frances Brillantine, Cindy Dabney, and Cheryl Lynn Niemeier 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 2013 Annual Meeting. This year also included a special category to represented Government Document Libraries. This category was added at the request of the Special FDLP Task Force.

In addition to its work on the EIM and DITL projects, the committee also formed an ad hoc subcommittee to create a list of PR-related resources for the AALL membership. Cindy Dabney and Deborah Schander created an annotated list of books, websites, video tutorials, and other resources about public relations and marketing in the library. This resource list has been submitted to AALL and will debut in its new Knowledge Base section of the website.

Members of the 2012-2013 Public Relations included George Carter serving as Chair and Deborah Schander serving as Vice Chair. Members included, Cindy Dabney, Joy Shoemaker, Shawn Friend, Linda Sobey, Kathleen Fletcher, Frances Brillantine and Cheryl Lynn Niemeier. The AALL Board Liaison was Lucy Curci-Gonzalez. Stacy Schuble provided support for the *Spectrum* articles, DITL contest and the EIM awards.

George Carter, Chair