



PR Statement Declares Value of Law Librarians

by Robert H. Hu

After two years of collaboration, the Public Relations Committee of the American Association of Law Libraries has developed a statement that promotes the value and expertise that law librarians bring to their institutions.

In 2001, then AALL President Barbara Bintliff charged the Public Relations Committee to create an official statement that explains how law librarians' advanced skills and knowledge benefit their current and potential employers. This statement would fulfill Strategic Direction 1, Outcome B1 of AALL's Strategic Plan: "AALL will actively communicate the value of law librarians to employers and potential employers." The PR Committee's draft underwent several revisions based on input from the AALL Executive Board until the board approved the final draft of the statement in April. On the next page is the Public Relations Committee Statement in its entirety. (The document is also posted on the AALL Web site, AALLNET, at http://www.aallnet.org/committee/pr_statement.asp)

Spread the Word

The statement was conceived as a tool to promote the value of law librarians to both current and potential employers of law librarians. Thus the following organizations should receive the statement because they represent current and potential employers of law librarians:

- American Corporate Counsel Association
- Association of American Law Schools
- Association of Legal Writing Directors
- Association of Legal Administrators
- Deans of American library schools
- American Bar Association
- Library associations, including the American Library Association, Special Libraries Association and the Medical Library Association
- Law library associations in foreign countries, such as the Canadian Association of Law Libraries and the British and Irish Association of Law Librarians

How You Can Help

In order to achieve the goal of the statement, AALL members must mobilize to distribute the statement as widely as possible.

There are many means for members to promote the new statement. For example, if your chapter or Special Interest Section publishes a newsletter that is mailed to lawyers, judges and legal administrators — people in positions to hire law librarians — the statement should be printed in that publication. If you belong to a state or local bar association, query to publish the statement in a bar journal or newsletter — or, even better, write an article about the statement with examples of law librarian success stories.

Brainstorm with your colleagues about ways to spread the word on the value and benefits of law librarians. The statement will become an effective marketing tool only if it reaches the intended audience: employers and potential employers of law librarians.

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