

## **Publicity/Public Relations Committee Report 2012/2013**

**Chairperson:** Jennifer Dalglish

**Committee members:** Catherine Lemann, Michelle Schmidt, Carol Ottolenghi, SCCLL Board Liaison - Betsy Vipperman

### **2012/2013 Committee Charge:**

- Complete third in a series of seven SCCLL Resource Guides to continue providing a marketing/public relations tool for our customers and parent institutions.
- Identify list of appropriate, national and local, court-related newsletters/magazines and submit articles prepared for Resource Guide Series for publication with the help of AALL's Publishing Initiative Caucus (PIC).
- Prepare a law library promotion of best practices listing successful law library promotion/public relations endeavors for publication on SCCLL web site.
- Create eye-catching gadget (mascot) to be used as giveaways at conferences and meetings (CONELL).

During the year, the Committee focused its efforts on a charge to answer public relations questions posed by the Board that relate, in part, to the charges listed above. The questions we focused on were:

- Do you know of any existing pieces of public relations materials from members that might make a good addition to the website or wiki?
- Can you think of one way to encourage members to submit marketing materials to AALL for awards? If so, please share your idea.
- What would you envision a PR campaign aimed at members of the public for state, court and county law libraries might look like?
- If you were in possession of a prime PR piece for state, court and county law libraries, what would be the top three places you'd like to see distribute it?

The Committee came up with the following ideas and suggestions, including:

- Add publicity pieces to the webpage and wiki
- Create poster
- Create a portrait brochure (similar to the READ brochures)
- When members (or their law libraries) receive awards, any awards, post link on webpage
- Email and post online pictures of marketing materials from the AALL Annual Conference for those who could not attend
- Give things a more professional look
- Publicize (in the newsletter or online) articles written by members but published elsewhere
- Create and distribute widely a one-page educational piece on public law libraries (similar to "Beyond Books" by Lou Lopez, 2<sup>nd</sup> Circuit)

- Widen SCCLL marketing net to include firm libraries, judges, bar associations, others who may use or make referrals to public law libraries, etc.
- Update and add to the SCCLL Resource Guides

One member of The Committee also served on the development of a Mentor Committee program project intended to revitalize their charge and focus on specific areas of mentorship.

The Committee also researched items that could be used as giveaways at conferences and meetings. Although a "mascot", per se, was not declared, a favorite gadget was the inscribed iStand (<http://www.qualitylogoproducts.com/desktop-items/istand-phone-holder.htm>) and the tree in the bag (<http://www.qualitylogoproducts.com/tradeshow-promotions/tree-in-abag.htm>). Since it was decided that the focus of this year's annual meeting would be on the 40<sup>th</sup> Anniversary, no gadgets were purchased or created. There's always next year!

The Committee helped with the Speed Mentoring event, last year, and organized staffing of the Exhibit Hall table at this year's 106<sup>th</sup> AALL Annual Business Meeting and Conference.

Finally, the Committee began working with the Advocacy Committee on a webinar project they are working on. Although we did not get far, we believe these Committees can continue working together in the future to brainstorm ways to create "best practices" on advocacy for public law libraries.

The Committee believes the 2013-2014 successors will be able to continue moving these projects and ideas forward.