Public Relations Committee  
Annual Report 2013-2014  

The Public Relations Committee continues to promote the value of law librarians both within the profession and beyond. The committee’s primary activities this year were in the following four areas: monthly *AALL Spectrum* articles, the Excellence in Marketing awards, the Day in the Life contest, and a promotional video.

Committee members submitted articles for the monthly public relations column of *AALL Spectrum* this year. These articles focused on a wide range of public relations topics including law librarians and advocacy, infographics, and cost-effective marketing. The committee members shared personal anecdotes, case studies, and general information about just a few of the many ways law librarians can enhance and promote their libraries to patrons and stakeholders.

The committee selected winners in all five Excellence in Marketing award categories. In addition to including information about the awards in *AALL Spectrum* and the monthly announcements from AALL, committee members also reached out to chapter and SIS leadership, firm librarians, and court librarians to encourage submissions. Submissions increased again this year, and awards were given to court, firm, and academic libraries as well as a chapter. Winners received a plaque at the Annual Meeting.

Having previously voted to administer the Day in the Life photo contest on an annual basis, the committee also requested it be formally added to the committee charge this year. This request was approved by the AALL Executive Board in early 2014. Entries were accepted in seven categories, including student services and a video category. The Day in the Life subcommittee narrowed down submissions in each category to the top five submissions, then AALL members selected the final winners in each category. The winning photos were displayed in the Exhibit Hall during the 2014 Annual Meeting.

The annotated list of PR-related resources, such as books, websites, and online tutorials and which the committee created last year, was integrated in the new Knowledge Base section of AALL’s website in the Fall of 2013. The committee also began planning a promotional video to promote the value of law librarians to those outside of the profession. The committee will continue to work with the AALL Executive Board on this video during 2014-2015.

The 2013-2014 Public Relations Committee included Deborah Schander, Chair, and Joy Shoemaker, Vice Chair. Members included Frances Brillantine (Day in the Life subcommittee chair), Nicole Dyszlewski, Karen Johnsrud, Shira Megerman, Ellen Qualey, Abigail Ross, and Linda Sobey. The AALL Board Liaison was Katie Brown, and Stacy Schuble served as Staff Liaison.

Respectfully submitted,

Deborah Schander  
Chair, 2013-2014