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## Letter to Timothy Coggins, February 26, 1991

Sue Burch

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February 26, 1991

Tim Coggins, Associate Director  
University of North Carolina Law Library  
CB #3385 Van Hecke-Wettach Building  
Chapel Hill, NC 27599

Dear Tim:

Enclosed is my Annual Report. I will also mail you a regular paper copy. I was afraid campus mail would prevent me from getting this to you by the March 1 deadline.

See you next month!

Sincerely,



Sue Burch, Chair  
Publicity and Public  
Relations Committee

enclosure

Committee on Publicity and Public Relations  
Annual Report 1990-91

Accomplishments

The Committee's focus again this year was on promoting SEALL's activities and personnel both regionally and nationally.

Long range goals had been established in the previous year which centered on promoting SEALL and law librarianship to library school students, non law librarians and the legal community, as well as increasing awareness of SEALL to other AALL chapters.

The ten member committee concentrated its efforts on the deans of the library schools and the state library associations in the southeast region. A letter writing campaign was outlined to the Committee. Letters were sent to the library schools throughout the year explaining educational requirements for law librarians and professional job opportunities available to graduate library students. Additionally, SEALL membership brochures and general law librarianship information sheets from the American Association of Law libraries were mailed to the schools. We also kept the deans apprised of our annual meeting and institute by sending them complete registration and agenda information for them to share with their colleagues and students.

Likewise, letters were sent to the state library associations. The Committee informed the associations of SEALL's purpose and encouraged their state's professionals to attend our meetings. Complete registration packets were mailed to this group also.

The Committee also continued compiling library school affiliation statistics. The survey form was printed in the SOUTHEASTERN LAW LIBRARIAN and the response has been slow, but steady (80 members responding).

The chair took responsibility for sending news items received from committee chairs or other SEALL members to both the SOUTHEASTERN LAW LIBRARIAN and the AALL NEWSLETTER. Items submitted included information on the 1991 Copyright Institute, the 1991 Annual Meeting program agenda, the revised SEALL Handbook project, and the Publicity and Public Relations Committee letter writing campaign.

Recommendations

The past two years the Committee has done a good job of establishing contacts with library schools and state library

associations in the southeast region. The letter writing campaign has provided visibility and an awareness of SEALL programs and activities to these groups. Inroads have been made. The Mississippi State Library Association requested additional informational brochures on SEALL so that they could be made available at their annual meeting. The development of a new SEALL brochure should assist in future SEALL publicity activities with these groups. The Committee recommends that library schools and state library associations continue to be a focus for our public relations efforts.

The Committee also recommends that the information on library school affiliation of SEALL's members continue to be compiled. This information would be a valuable resource to use in future public relations efforts with the schools.

The Committee may also want to consider expanding its campaign to include law schools. Law school placement officers should have on hand informational materials on law librarianship career opportunities to distribute to law students as they contemplate their post graduation plans.

The Committee's goal of increasing awareness of SEALL's individual accomplishments and SEALL's committee activities has been slower in realizing. Committee chairs were sent reminders of copy deadlines for the newsletters, but there was not a great deal of information exchanged. The Committee will need to make a more diligent effort in soliciting news from committee chairs and SEALL officers. Perhaps each Publicity and Public Relations committee member should be assigned a particular SEALL committee to work with for news item purposes.

I want to thank all the members of the Committee for their efforts, suggestions and encouragement throughout the year, with a special thanks to Hazel Johnson for establishing long range goals for this Committee which made my job much easier.

Respectfully submitted,

Sue Burch, Chair