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Letter to Hazel Johnson concerning the role of the Publicity and Public Relations Committee, May 24, 1989

J. Wesley Cochran

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May 24, 1989

Ms. Hazel L. Johnson
Law Librarian
Long, Aldridge & Norman
1900 Rhodes-Haverty Building
134 Peachtree Street, N.W.
Atlanta, GA 30303-1863

Dear Hazel:

Thank you for your letters of April 24 and May 1. I apologize for not acknowledging them. You may have heard from Carol Billings that my father died about two weeks after the cruise, and I am just now getting back to full speed at the office.

I like your suggestion that we consider including a section on planning meetings into our Chapter Procedure Manual. I think it would be wise to commit to paper many of our policies concerning our chapter meetings such as reimbursement of speaker expenses. Doing so could prevent future misunderstandings. I plan to review the manual that you sent for our possible use. Thank you for sending it.

Concerning the Publicity and Public Relations Committee, I also like your suggestion that the Committee not set itself up to advise individual librarians on "how to do" public relations. Instead, I see the Committee’s role as two-fold, as the name implies. First, I think that the Committee should facilitate publicity about Chapter activities, particularly at the national level. That is, the Committee should develop a plan for publicizing Chapter activities so that information can be fed throughout the year to the appropriate editors of the AALL Newsletter and other Chapter newsletters.

Second, I think that the Committee should develop a program for what I would call "outreach" public relations. I think that my suggestion for library school contact fits nicely into that area. And, the Committee might have other ideas for programs.
I will do some more thinking about these ideas and will call you soon to discuss them. Please also think about Chapter members whom you would like appointed to the Committee. I have not received many requests from members to be appointed to committees, so several may not be completed before the AALL Annual Meeting. However, if you have some preferences about committee membership, please let me know. I will be happy to contact those people if they have not already indicated preferences.

Again, I will be talking with you soon.

Best Regards,

J. Wesley Cochran,
Law Librarian and Assistant Professor of Law

JWC/jb