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Letter to J. Wesley Cochran concerning ideas for the Publicity and Public Relations Committee, May 1, 1989

Hazel Johnson

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May 1, 1989

J. Wesley Cochran
Law Librarian and Assistant
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Dear Wes:

Thanks for the kind words regarding our program. It was a lot more fun than many I've been involved with.

I've been thinking about the Publicity and Public Relations Committee. Having talked with Carol when it was created, made my own assignments to it while President and listened to Tim's frustrations during the Board meeting, I feel like it has become a wayward stepchild. I'd like to try to get the Committee into a position in which it plays an active, viable role for the Chapter. However, I think you and I need to brainstorm to define what role you want it to play. And, by examining its lack of success in the past, find some activities that we can reasonably expect it to be able to accomplish.

I think your idea to contact all the library schools is a good one. I also think coordination of the publicity efforts for the chapter (meetings, election, etc.) is something the committee could handle (in conjunction with Local Arrangements and Program, of course). Your suggestion regarding the use of your article on law librarianship for each state's Bar publications also seems reasonable. I do not think the Committee should set itself up to advise individual librarians on "how to do" public relations. I don't feel I have the skills to do this and from my experiences with the AALL Public Relations Committee, no one else does either. I look forward to talking with you regarding these ideas.

Sincerely,

Hazel L. Johnson
Law Librarian