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Publicity and Public Relations Committee Annual Report, 1989-1990

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Southeastern Chapter American Association of Law Libraries
Committee on Publicity and Public Relations
Annual Report 1989-1990

The Committee began the year by establishing a long range goals and a series of projects to begin to fulfill those goals. The goals are:

I. Increase awareness of SEALL and law librarianship as a profession for library school students
II. Increased awareness of law librarianship and SEALL activities to non-law librarians
III. Increased awareness of SEALL activities to other AALL chapters
IV. Increased awareness of law librarians and SEALL to the legal community

We succeeded in getting a good start on establishing a relationship with the regional library schools. A series of letters were sent to each Dean. Letters of introduction were also sent to each state library association. Additionally, packets of registration materials for the SEALL meeting were mailed to both groups. Response from the two groups has been slim.

Information on chapter activities was solicited from officers and committee chairs and submitted to AALL for inclusion in the AALL Newsletter. Receiving advance copies allowed the information to be included in a timely manner. Articles have appeared on the Special Service Award, installation of officers, and the annual meeting and institute.

A first draft of a chapter resume has been completed, as well as a list of the library school affiliations of our members.

The Committee has the following recommendations for next year:

1. Require cooperation of officers and committee chairs
2. Solicit law school library personnel and other law librarians working in the cities of library schools to assist with proposed activities.
3. Solicit a chapter member who is also active in each state library association to assist the committee as a liaison.
4. Complete the chapter brochure/resume.
5. Develop articles on law librarianship for library school publications and state library association publications.
6. Require establishment of structured placement activities at annual meeting to give students a reason to attend

I would like to thank Carol West of Mississippi College and Connie Matzen of Smith Anderson Blount Dorsett Mitchell & Jernigan in Raleigh, N.C. for volunteering to assist in our efforts even though they were not members of the committee. Thanks also to Martha Dragich for continuing as an active member of the committee after her recent move out of the region.

Respectfully submitted,
Hazel L. Johnson