

Public Relations Exhibit Showcases Members' Efforts

by Janice K. Shull

The Annual Meeting Exhibit Hall always sizzles with hot new products from our partners in the legal information field. The Baltimore Exhibit Hall was no exception—from laptop giveaways to “cracking the egg” at the West Group



Janice Shull, guest PR columnist this month and Coordinator of the 1997 PR Exhibit.



The AALL traveling tabletop display as adapted for use by a Chapter (SEALL) at a state bar association meeting.

booth, visitors saw lots of action and carried off many rewards. The Public Relations Exhibit treated its visitors to edible munchies and lots of examples of successful marketing ventures in all types of law libraries.

This ever-popular Annual Meeting event, sponsored by the AALL Public Relations Committee, brings together AALL members who wish to share their

public relations ideas and products in an informal way with other Association members. The 1997 group of 27 exhibitors assembled items that included bookmarks, a pictorial directory of library staff, legal research guides and pathfinders, library building campaigns, topical exhibits, videotaped interviews, National Library Week programs, and library guides. All of the exhibits demonstrated the leadership of law libraries in providing legal information.



Rebecca Trammell, left, 1998 PR Exhibit Coordinator, and Michell Schmidt, last year's PR Committee Chair.

The Public Relations Exhibit depends on membership participation. This is really a show-and-tell session, for our members and by our members. The handouts available at the exhibits might help you design an eye-catching brochure for your library, or plan a standing-room only program for your funding organization, or organize activities for National Library Week. The planning has already begun for the Anaheim exhibit, and the 1998

coordinator, Rebecca Trammell, is on the prowl for creative individuals who will share their public relations products with other idea-seekers. Contact her at University of Orlando Law Library, 6441 E. Colonial Drive, Orlando, Florida 32807-3673; 407/275-2100; e-mail: rtrammell@uo.edu.

Janice K. Shull, Law Library of Louisiana, is the 1997 Public Relations Exhibit Coordinator.