

Excellence in Marketing Awards

by Michelle Schmidt

The AALL Excellence in Marketing Award, sponsored by West Legal Directory, honors outstanding achievement in public relations activities by an individual, a group of individuals, a library, a Chapter, an SIS, a Consortium, a Caucus, or any other group affiliated with the Association.

Public relations is a critical responsibility of nearly every librarian. It is very important to recognize and acknowledge outstanding contributions by law librarians in raising the visibility of the profession and its Association. The Public Relations Committee issues AALL Excellence in Marketing Awards to inspire, educate, and encourage promotional activities by AALL members.

1999 Winners

Best Brochure: Webcards by Robert Crown Law Library—Stanford Law School, entered by Erika Wayne

The Robert Crown Law Library staff decided that the best way to have people find its exciting new Web resources/sites was to publicize them as "postcards" dubbed "Webcards."

There are currently five Webcards: Securities Class Action Clearinghouse, Electronic Motions Practice, Stanford Law School Case Studies Collection, Don't Ask—Don't Tell—Don't Pursue, and Women's Legal History Biography Project.

What makes the Webcards so special is how they were used to promote and advertise the library and its collaboration in creating the Web sites. The library's audience got a chance to promote the sites for the library. The cards were stuffed in student and faculty boxes and displayed at the library's front entrance. One professor mailed a few hundred cards to her peers and took a large supply to two bar conferences. At a public debate at the law school, library members handed out the "Don't Ask—Don't Tell" cards. The professor who worked with the library on that Web site acknowledged the library and staff at this televised event and encouraged everyone to pick up a Webcard.

The Securities Class Action Clearinghouse Webcard, created to celebrate the

Clearinghouse's second anniversary, served as party invitations and party favors and were distributed at the Spring Institute for the Northern California Association of Law Libraries.

Perhaps the best illustration of the success of this project was a request for a supply of "at least 25 more postcards"—the Robert Crown Law Library staff "will always cherish the thank you note that followed from Justice Ruth Bader Ginsburg. Success is having one of the most famous women lawyers find your site on famous women lawyers and ask to help advertise it!"

To fully appreciate the Webcards, contact Erika Wayne (evwayne@stanford.edu) to obtain a set. We also hope to see more Webcards at the PR Showcase at the AALL Annual Meeting in Philadelphia next year.

Best Campaign: Share Good Books—Jackson County Law Library, entered by Linda Roser

"Share Good Books," a community service project to collect gently used children's books for under-privileged children, was co-sponsored by the Kansas City Metropolitan Bar Association-Young Lawyers Section, the Jackson County Law Library, and the Kansas City Association of Law Libraries (KCALL). The books were distributed to local organizations serving children.

Area law firms and courts served as drop-off sites. KCALL librarians promoted it in conjunction with National Library Week. One firm combined National Library Week and Take Our Daughters to Work Day. Visiting children brought book donations to the library, toured the library, and received Library Week bookmarks. Some 5400 books were collected. The publicity created local and statewide visibility for all participating groups and spotlighted the partnering creativity and energy of law librarians!

Best Newsletter: Cyberlinks—Wilmer Cutler & Pickering, entered by Felice Sacks

The cover of each of the monthly *Cyberlinks*, created by the library staff at Wilmer Cutler & Pickering, guides the reader through a research topic such as Money, Litigation Research, or Electronic

Commerce. The most noteworthy sites on the topic are shared and described. *Cyberlinks* readers receive a perfect snapshot of the topic covered for the month, but the content does not overwhelm the reader with too much information. There are also regular columns such as "Consumer's Corner," "Did You Know?," "Q&A," and a "User Pix of the Month." It is available in print and digitally on the firm's intranet and by e-mail. The newsletter was designed to provide tips to Wilmer Cutler & Pickering attorneys and staff on how to search the Internet more efficiently. *Cyberlinks* does what it sets out to do extremely well!

Best PR Tool Kit: Southern Methodist University Law Library, entered by Gregory Ivy

This PR Tool Kit included a slick colorful *Law School Technology Guide*, *Faculty Guide to Library Services*, and issues of *News from the Underwood Law Library*.

The *Technology Guide*, distributed in print to all 1L students and available electronically on the law school's Web site, introduces law students to the law school's computer resources to increase self-sufficiency among 1Ls. The law school's technical staff believes they receive fewer questions because of the guide.

The *Faculty Guide to Library Services* was the focus of discussion when librarians met with assigned faculty to discuss many library services. The newsletter, produced by the library's reference staff, is given to all law school faculty, staff, and students at the beginning of the Fall and Spring semesters and available on the law library's home page.

All three publications combined and distributed as a PR Tool Kit are very well designed and encourage positive relations between library staff and library patrons.

Best Use of Technology: NELLCO (New England Law Library Consortium) Web site, entered by Diane Klaiber

NELLCO's mission promotes cooperative resource sharing. Members pool strengths to add to and enhance the essential services of member organizations.

NELLCO's Networking Database facilitates this mission. The Networking Database is a directory containing information about staff from institutional members of NELLCO, including information about staff members' level of expertise in areas such as Administration, Cataloging, Circulation, Collections, Computing, Languages, Multi-Media, Marketing, Reference, Software, and Teaching. The goal of the searchable database was to create an easy-to-use

system that all NELLCO members could use to find experts in areas of specialty. Within the consortium, this versatile database promoted the interaction of staffs within the institutions to learn, work, and support each other.

2000 Awards Applications

The deadline for submissions for the 2000 Excellence in Marketing Awards

is February 1, 2000. The application is available on the Web (http://www.aallnet.org/services/application_eim.asp), along with the criteria for each award, or by AALL fax on demand (call 732/544-5901 and request document 385).

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