

Recognizing Law Librarians @ Work

by **Michelle Schmidt**

This description of the EIM awards was written by Michelle Schmidt, who was instrumental in creating these awards. Michelle spent countless hours revising and rewriting the application and the descriptions of the categories. She collaborated with many librarians to bring the EIM awards into being. Talking to Michelle, you get a sense of excitement and an understanding of the importance of these awards.— Sally Wambold, PR Committee Chair

Public relations is a critical responsibility of nearly all librarians. It is very important to recognize and acknowledge the outstanding contributions by law librarians in our community in raising the visibility of the profession and its Association.

The AALL Excellence in Marketing Award, sponsored by the *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. The Award is designed to inspire, educate, and encourage promotional activities by AALL members.

2000 Winners

Best Brochure: *Law Library New Student Brochure*—College of William & Mary Marshall-Wythe Law Library, entered by Mary Grace Hune

Best Campaign: *My Law Library*—College of William & Mary Marshall-Wythe Law Library, entered by Mary Grace Hune

Best Newsletter: *Social Law @ Large*—*Social Law Library*, entered by Anne Peters

Best PR Tool Kit: *Social Law Library Annual Report 1999, Leadership Giving Brochure & Pledge Card, and Social Law @ Large Newsletter*

Best Use of Technology: *Resource Sharing Database* (<http://www.nellco.org>)—New England Law Library Consortium, entered by Anne Peters

The selection process for the AALL/*West Legal Directory* Excellence in Marketing Award is a collaborative effort of two Association committees. Applications are screened by the Public Relations Committee, and finalists are submitted to the AALL Awards Committee, which selects each year's winners.

The EIM Award application and guidelines are available on the Web (http://www.aallnet.org/about/award_eim.asp).

The deadline is February 1, 2001.

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