

## When There Aren't Enough Prizes to Go Around

by Joan Shear

What do "Mr. Smith Goes to Washington," "Stagecoach," "Goodbye, Mr. Chips," "Wuthering Heights" and the "Wizard of Oz" have in common? They didn't win the 1939 Oscar for Best Picture. That honor went to "Gone with the Wind." If you're as old as I am, you will remember that Academy Awards used to be presented with the phrase, "And the winner is ..." These days they say, "And the Oscar goes to ..." — at least in part because they realize that a film that doesn't win an Oscar can still be a winner.

Judging the 2002 AALL/FindLaw Excellence in Marketing Awards reminded me of the 1939 Oscars. There were many spectacular entries, but not everyone gets to walk away with the award. Yet they are still winners because they've all executed successful marketing campaigns in their libraries or library-related organizations. I came up with a million great ideas just by reading the entries. Below are just some of the amazing campaigns law libraries and library-related groups coordinated in the past year.

**Wiley Rein & Fielding Library** in Washington, D.C., ran a campaign called "The Associates of Summer" that used a baseball theme. The campaign was designed to help the summer associates connect with individual reference librarians and feel comfortable turning to the librarians for their research assignments. The librarians wanted to show the associates how to "hit the ground running" and avoid missteps by becoming familiar with the resources — and their costs — in a firm library,

according to Carolyn Ahearn, director of library services, and Jeannine Sachar, manager of library technology. But the campaign also illustrated that the library was a fun and approachable place consistent with the firm culture. On their second day at the firm, the associates underwent "spring training," followed by a reception where they met the library "team," who welcomed them to the "big leagues." The rookies also spent a few

containing general library research materials. The theme was carried through the summer in a variety of ways, such as renaming the reference desk the "dugout" for the summer. The baseball cards of the library team members, which were a huge hit, helped break the ice and also provided a ready reference to the librarians' phone numbers.

The **Virginia Association of Law Libraries** informed the practicing bar in Virginia about the competency of law librarians and their services by arranging for VALL/AALL members to regularly contribute articles to Virginia's official state bar magazine, *Virginia Lawyer*. "One of the best things about this campaign," wrote Donna Bausch, VALL Publications Committee chair, "is that it promoted itself. Since every lawyer licensed to practice in Virginia receives the magazine, all we needed to do was recruit authors and develop topics of interest that practitioners would read and find useful." To see a sampling of their articles, visit <http://www.vsb.org>.

The Jamail Center for Legal Research at the **University of Texas at Austin** held an international conference, "Language and the Law," to celebrate Tarlton Law Library's symbolic millionth volume. Librarians printed and distributed flyers and press releases and received extensive coverage in various publications and newsletters. A conference Web site promoted the event before hand and also memorialized it afterward. The campaign's goals were to promote both the conference and the collections, according to Tobe Liebert, director of public services. Those who were unable to attend the conference can experience some of it through the conference Web site at <http://www.law.utexas.edu/conference>, where streaming video of the conference presentations is available. One of my favorite pages is the *Law Dictionary Collections Bibliography* at <http://www.law.utexas.edu/rare/dictsweb.html>.

**Preston Gates & Ellis Library & Research Services** of Seattle wanted to increase the visibility of the library, enhance its image, promote its online catalog, and create a consistent brand to help identify the library as a professional unit offering a particular group of products and services. To tie all these services together in patrons' minds, the library used

### AALL/Findlaw Excellence in Marketing Award Recipients

The winners of the 2002 AALL/Findlaw Excellence in Marketing Awards demonstrated innovative public-relations activities this past year in several areas.

#### Best Brochure

Morgan Lewis & Bockius wins the 2002 EIM Award for Best Brochure. The library's publication, *The Library: Professional Assistance*, describes the variety of services, professional assistance, research capabilities and online databases that are available to the firm's legal staff.

#### Best Newsletter

The Orange County Public Law Library is the recipient of the 2002 EIM Award for Best Newsletter. The library produces *Transcript: Newsletter of the Orange County Public Law Library* to educate and inform patrons about the library collection and services; to announce new classes; and to promote the use of the library by all types of users, including lay patrons, attorneys, judges and students.

#### Best Campaign

Faegre & Benson LLP in Minneapolis receives the 2002 EIM Award for Best Campaign. The library's *FIDO: Faegre Interactive Documents Online; FIDO Marketing Campaign 2001* was designed to publicize the firm's new attorney work-product retrieval system, making use of PowerPoint presentations, posters, follow-up training sessions and contests.

#### Best Public Relations Toolkit

The H. Douglas Barclay Law Library at Syracuse University is the recipient of the 2002 EIM Award for Best PR Toolkit. The entry, *The Barclay Law Library: Survival Tactics for Your First Semester and Beyond*, had as its final product a floppy disk containing pathfinders dealing with a variety of legal research topics.

#### Best Use of Technology

The recipient of the 2002 EIM Award for Best Use of Technology is the Vermont Law School Library. The library's *The Legal Research Project*, a digital video parody of the "Blair Witch Project," was created to promote the value of legal research and law librarians.

Established by the Public Relations Committee, these awards recognize outstanding achievement in public-relations activities in five categories by a person or group affiliated with AALL. Each award includes a cash prize of \$250, donated by Findlaw.

The EIM awards will be presented July 22 at the Association Annual Awards Ceremony and Reception for Recipients and Contributors during the 2002 AALL Annual Meeting in Orlando, Fla.

minutes speaking with their "research coaches" and receiving "fan appreciation" gifts, including a goodie bag filled with staff "baseball cards" and a "playbook"

its pre-existing logo on all library forms and publications and promoted the library throughout the firm with posters on the firm's intranet and in a packet of materials provided to all new summer and regular associates. Most important, librarians started attending the monthly business meetings of the various departments, not as advocates but as players, talking to the attorneys about the sophisticated services the library could offer the firm in its various endeavors. The campaign produced an increase in library business of the type that is billed to clients. "The library is not used as a dumping ground for projects no one

else wants but is tapped for fast, efficient and inexpensive research," according to the entry application that Elizabeth LeDoux, reference librarian, and Brandi Ledferd, technical services librarian, submitted.

The **College of William & Mary Law Library** implemented a campaign called "At Home in Your Law Library." The goal of this campaign was "to attract new students and patrons and keep our neighborhood of users returning to our services by making the library a more inviting and cozier place to work and study," said Janey Janson, chair of the

library's public relations team. The library staff uses the comfort of food to make the library building a more welcoming place with such draws as a catered coffee cart in the lobby or a welcoming ice cream social. The highly artistic staff created a variety of eye-catching displays during the year to present information to the student body in an interesting and fun way. But it isn't all fun and games; the library also promotes a number of charitable fund-raising events. Positive testimonials by faculty, students and administrators illustrated that this campaign really reached its target audience.

The **U.S. Court of Appeals Library at Fargo** wanted to promote its virtual library system to judicial secretaries and assistants of the judges of the 8th Circuit so that they would, in turn, promote this product to their judges and law clerks. Taking advantage of a training slot offered in a two-day workshop in Fargo, N.D., the library provided quality yet fun training, combining several learning styles and techniques. Its theme of "Welcome to Lake Fargo" was illustrated by PowerPoint slides and carried through in the food, décor and dress. "Turning the learning environment into a playground not only piques interest, but it also captivates the audience," said Suzanne Morrison, branch librarian. "Put them on the edge of their chairs not knowing what to expect next and challenge them to play along."

**Suffolk University Law Library** ran professional quality ads for the library in its monthly law student newspaper, *Dicta*. The goal, according to Betsy McKenzie, director of the Suffolk Law Library, was to raise student awareness of library services. These eye-catching ads had library-selling messages, such as: "Successful law students make their time count ... Make the most of your time: Ask the Librarians. They're there. And they know." How about, "It's Sunday night, 9 p.m., and your paper is due Monday at 9 a.m. Where can you go to print it out? The attached printers in the computer labs!" Or "It's a simple equation. Your source for FREE study aids. The Suffolk Law Library. We've got you covered on all your study needs!" And finally, "Put down your pencils and pick up your tickets to culture. Now that exams are over, take time

to relax and enjoy your life! The Suffolk Law Library has passes to [museums and galleries]. Available at the Circulation Desk."

These aren't all of the entries. You can see how there just aren't enough prizes to go around — and this campaign category is only one of the five categories of the AALL/FindLaw Excellence in Marketing Awards. All these innovative campaigns, plus the five award winners, will be on display at the AALL Annual Meeting July 21–23 at the AALL PR Showcase in the Exhibit Hall. Stop by to be inspired and to chat with some of the creators of these amazing materials during the Annual Meeting.

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