

June 29, 2006

Report of the PLL Public Relations Committee

The PR committee had a quiet, planning-oriented year. Our activities focused primarily on events connected with the AALL annual meetings in San Antonio and St. Louis. In between, we made plans for an exciting year to come.

During the AALL annual meeting, we staffed a table at the CONELL marketplace. There we handed out the PLL brochure on standards of private law librarianship as well as our new giveaway, a bright white star that reads "Shine with PLL!" We also answered any questions these new librarians had about private law librarianship generally and PLL specifically.

Catherine Whitney and Anthony Smith, the PR Committee co-chairs, along with committee members Terri Wilson and Blythe McCoy collaborated during the year to create a list of goals for the PR Committee in 2006 – 07. These goals include:

- Create a "PR and Marketing Resources" web page on the PLL website. This would contain links to external resources, sample newsletters, sample invitational flyers – items and information to trigger our members' creative processes.
- Create a "National Library Week Resources" page on the PLL website.
- Sponsor contests or other initiatives to support these new resource pages. These might include "Best Law Firm Library Newsletter" and "My Favorite National Library Week Activities."
- Consider creating a new brochure about the benefits of membership in PLL.
- Finally, we are interested in surveying members of PLL regarding what they need and want in terms of public relations and marketing materials and information.

The PR Committee expects to have an exciting and productive year, but we could use some help! Any interested PLL members should contact Catherine Whitney or Anthony Smith (co-chairs), Chris Graesser, or any board member to volunteer.

Respectfully submitted,

Catherine S. Whitney
Anthony Smith