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Letter to Committee Members welcoming them to the Publicity and Public Relations Committee, September 16, 1987

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Seall Pres 87-88



School of Law
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September 16, 1987

Dear SEAALL Publicity & Public Relations Committee Members:

I would like to welcome each of you to the 1987-88 SEAALL Publicity and Public Relations Committee. Our committee has only been in existence for one year, and last year, the members spent most of their time getting the committee organized and off the ground. It will be our job this year to build on that foundation, and to produce actual publicity of the plans, projects, and accomplishments of SEAALL and its members. As the oldest and largest AALL chapter (SEAALL celebrated its 50th anniversary this year, and has approximately 375 members representing eleven states and Puerto Rico), it is clear that the accomplishments of the chapter and its members should be of interest to the legal and law library communities nationally, regionally, and in the states. However, SEAALL had no organized "news gathering and dispensing" operation until this committee was formed last year and, as a consequence, many of the chapter's most noteworthy achievements have, historically, either gone underpublicized or have not been publicized at all.

That is where this committee comes in. I believe that we can facilitate the collection and distribution of SEAALL news and announcements in several ways:

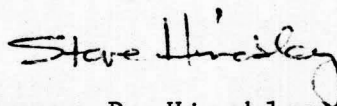
- (1) The Committee should serve notice to all SEAALL members encouraging them to send all announcements of professional activity, suitable for publication, to our committee. Then, acting as an "information clearinghouse," we will attempt to send these announcements to the appropriate newspapers, newsletters, journals, etc.
- (2) The Committee should compile a list of the national, regional, and state publications most likely to be interested in publishing these announcements (e.g., state and regional bar publications, legal newspapers, legal and library professional literature, members' alumni bulletins, etc.

- (3) The Committee should take the leading role in heightening awareness of AALL and SEAALL in the legal and library communities on the state and local levels. Our committee could begin this process by compiling lists of prospective employers of law librarians in each state in our region (i.e. law firms large enough to hire a law librarian, academic and large public libraries, library schools, and major corporations). Then, working with the SEAALL and AALL Membership and Placement Committees, we could mail these prospective employers a packet of information including our membership brochure, a letter explaining our placement services, and information about the educational programs offered by SEAALL and AALL. In addition, the Committee could make members (and interested non-members) in various states aware of the availability of the AALL Public Relations Booth. This booth can be borrowed for exhibits at bar conventions, legal administrator's meetings, etc. Perhaps a group of SEAALL members in given states could man this booth at these meetings to help publicize the importance of hiring educated law library professionals, the availability of our national and regional placement services, and the value of our educational programs.

I realize that the plan that I have outlined above will take a great deal of work, but divided among the eleven members on our Committee, I think it can be accomplished. I hope that you will agree with me that we, as a profession, have been far too modest in publicizing our abilities and accomplishments and, as a consequence, we are, as a general rule, somewhat underpaid and undervalued. It is high time that we start to "spread the word" to the uninformed, and this committee is the ideal vehicle for the dissemination of that information.

I will be contacting each of you by telephone within the next few weeks to discuss the plan of action outlined in this letter, and to begin the process of assigning you specific tasks. I hope that you will consider the contents of this letter before then, and share any of your publicity and public relations ideas with me when I call. If you would rather contact me before then to discuss these issues, please feel free to call at (804) 289-8225. I look forward to speaking to each of you, and to working with you this year.

Sincerely,



Steven D. Hinckley
Chairman, SEAALL Publicity
& Public Relations Committee

1987-88 SEALL PUBLICITY AND PUBLIC RELATIONS COMMITTEE

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