

## Best in Show

*AALL's Excellence in Marketing Awards showcase law librarians' creativity in promoting their libraries and services*

by Julie Jones

Every year the Public Relations Committee receives many terrific entries for the Excellence in Marketing (EIM) Awards, and this year was no exception. It is wonderful to see the many creative methods law librarians use to promote their libraries and/or services to their users and members.

This year we received a total of 18 entries: four in Best Campaign, four in Best Newsletter, four in Best Brochure, five in Best Use of Technology, and one in Best PR Tool Kit. As usual, the judging was extremely difficult, and all entrants should be congratulated for their great work.

The EIM Awards are a valuable way to see how other libraries market themselves and to build from proven methods. They serve as resources to the entire law library community. So take advantage of these ideas and consider how similar PR activities might be put to use in your organization.

Watch your e-mail and the PR Committee Web site ([www.aallnet.org/committee/pr](http://www.aallnet.org/committee/pr)) for announcements about next year's Excellence in Marketing Awards, and be sure to enter. The deadline for entries is February 1, 2008. Winners receive national recognition, a commemorative plaque, and a monetary award from our generous sponsors. ■

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## Best Use of Technology

The award for Best Use of Technology went to the Chase College of Law Library for its exciting first-year orientation DVD. This quick "Law Library Primer," with a catchy soundtrack and quick pace, introduced first-years to all the features of the library using humor and creativity.

Students learned about the library's services, physical space, technology resources, and food policy (with a hilarious cameo appearance by Archie the Cockroach, expertly wrangled by Assistant Director for Faculty Services Carol Bredemeyer). The DVD was shown at the end of a long orientation day to tired students who immediately perked up, laughed through the entire show, and clapped at the end. It served as a very efficient and entertaining information delivery device, and students learned, at the very least, that the library was a friendly and welcoming space.

## BEST PR TOOL KIT

The award for Best PR Tool Kit went to the Alexander Campbell King Law Library at the University of Georgia School of Law. The entry showcased the law school orientation reception for incoming first-year law students where Krispy Kreme donuts provided a friendly and delicious environment for the librarians and students to meet.

Goodie bags with the law library logo were distributed to the students and included library-acceptable coffee mugs emblazoned with the law library logo; bookmarks featuring different views of the library and providing the library hours and Web address; and handouts discussing research guides, electronic course reserves, legal citation basics, and the library floor plan with call number guide. The bags also included Smarties candies (because librarians know their students are brainy) and Laffy Taffy (so students remember to have fun), which the students really enjoyed.

Taken together, their efforts utilize a number of different marketing techniques to help first-years orient to the law library and let them know that the library is a friendly, inviting place with answers.





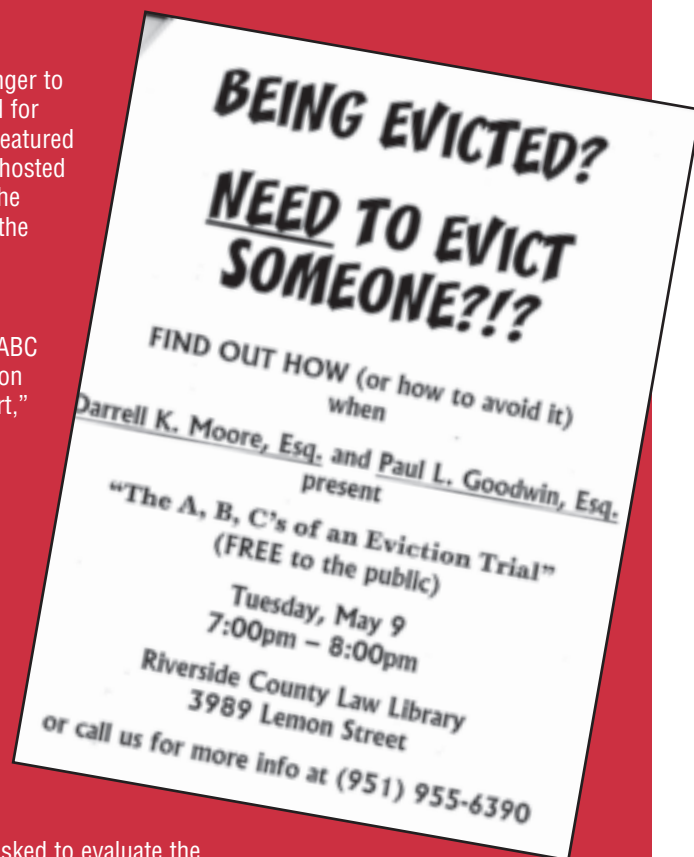
# Best Campaign

Riverside County Law Library, no stranger to EIM awards, received this year's award for Best Campaign. "The ABCs..." series featured numerous free, self-help legal forums hosted by the law library in partnership with the Riverside County Bar Association and the Riverside County Superior Court.

The sessions were led by local expert attorneys who volunteered their time. ABC topics included "The ABCs of an Eviction Trial," "The ABCs of Small Claims Court," "The ABCs of Elder Abuse," and "The ABCs of Probate," to name just a few.

At the PR Roundtable during the AALL Annual Meeting in New Orleans, Bret Christensen, public services librarian at Riverside County Law Library, reported that each session received press coverage in the local paper, and attendees included lawyers, pro se litigants, and interested members of the public. "The phone was ringing off the hook!" he says.

After each session, participants were asked to evaluate the program, with results used to inform future PR activities.



## BEST BROCHURE

This year, the New England Law Library Consortium (NELLCO) won the award for Best Brochure, which features its new logo and trademark phrase, "The Whole is Greater..." The innovative brochure design includes nicely arranged inserts describing all the benefits, programs, and resources that accompany NELLCO membership.

An added bonus to the brochure design is its cost effectiveness; instead of reprinting the entire brochure when information is updated, only the relevant insert needs to be printed. It is highly professional and reflects well on law librarianship.

# Best Newsletter



The Law Librarians' Society of Washington, D.C. (LLSDC) received this year's award for Best Newsletter with its publication, *Law Library Lights*. This newsletter, in existence since 1957, was recently launched in an electronic-only format with a new graphic design and expanded distribution.

Each quarterly issue focuses on a theme of librarianship, such as technology or research in a special area of law. It is distributed by e-mail to LLSDC members and any other interested persons.

Response to the new look and online access has been terrific. One recipient states, "Excellent newsletter! I have always heard great things about it, but never saw an issue until now. Thanks so much for sharing, and please add me to the list to receive."

Online issues can be found at <http://llsdc.org/lights>.