

Public Relations and Marketing Committee

Purpose: To make Southeastern Library Association, its programs, plans, and progress more highly visible to its membership and to the library profession.

Duties:

1. To promote favorable community relations with and positive attitudes toward libraries.
2. To disseminate information about the activities of SELA.
3. To establish and maintain communication with other educational organization.

History: There was a Promotional Materials Committee in the 1950's, chaired by Gretchen Conduite; it is assumed that their mission to "prepare attractive membership recruitment materials" was merged with the work of the Membership Committee. There was apparently no publicity committee until 1975, when a letter dated September 19th reads "Welcome to the first Public Relations Committee of SELA." It was charged to inform academic, state, cultural and education agencies in the Southeast of the "existence and program" of SELA. Publicity for the Southeastern States Cooperative Survey was a priority. The Committee has issued brochures, held workshops, and given assistance to Section and Committee Chairs on the identification/development of news releases.