

PUBLIC RELATIONS

The Committee consists of five members, including its Chair(s), and all are appointed by the Vice President/President-Elect by June 1st prior to his/her taking office as President.

Duties:

- Find ways to alert the general public, as well as librarians, educators, and others, to goals and purposes of the Tennessee Library Association.
- Develop a system of disseminating news of activities and services of librarians and libraries by utilizing existing structures such as regional centers, area resource centers, supervisors of school libraries, regional affiliates, the news media, etc.
- Encourage the active participation in, and the publicizing of, special local and national celebrations such as Children's Book Week, National Library Week, The Right to Read Program, and the ALA John Cotton Dana Public Relations Awards program.
- Encourage the use of *Tennessee Libraries* as well as other professional journals, for publishing professional articles written by librarians.
- Assign a member from the grand division of the State in which the Annual Conference is to be held to work closely with the Conference Local Arrangements Committee for publicity relating to the Conference.
- Establish close working relationships with related organizations having similar goals and objectives (e.g. TASL, FOTL, TEA, TAVA, TENN-SHARE, AAUP, PTA, etc.)
- The Chair(s) shall attend all TLA Board of Directors meetings and shall submit quarterly reports on activities and an annual evaluative written report to the membership at the final Board of Directors meeting for the fiscal year.