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Press Release

Leading Digital Information Law Specialist Gretchen McCord to Partner with TLA

AUSTIN – Libraries are at the forefront of public access to information in all formats, and the need for professional guidance in the complicated arena of digital law has never been greater. The Texas Library Association is proud to announce Gretchen McCord has been selected as special counsel to the Association. This partnership will allow the Association to provide expert leadership and practice in a broad range of Intellectual Property matters arising from the rapidly changing world of digital information, including issues related to copyright, privacy, and social media.

A key element of this partnership will make professional legal services accessible and affordable to Texas libraries that are institutional members of the Association. TLA Executive Director Patricia Smith states, “Library staffs can now benefit from Gretchen McCord’s expertise in demystifying copyright, privacy, and social media situations they frequently encounter.”

She adds, “TLA has entered into this new professional relationship with one of the nation’s foremost authorities to ensure that the decisions reached by library staffs are the legal ones. By joining TLA as a 2014 institutional member, libraries can take advantage of Gretchen’s services at a significant discount.”

TLA Institutional Members can benefit directly from this new relationship by receiving a discount (usually 10%) on most of the services McCord offers in her practice, from legal consultation to training. For more information, visit McCord’s website at www.CopyrightOfficeronCall.com. To join TLA as an Institutional Member, go to: www.txla.org/join-organization.

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About the Texas Library Association

TLA is the largest state library association in the United States with almost 7,000 members who work in public, school, academic, and special libraries and who support educational institutions. TLA offers a wide range of services, including advocacy, continuing education, research, and public relations. For more information, see www.txla.org or call 512-328-1518.

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