



21st Biennial Public Relations Awards, 2017

Massachusetts libraries are invited by the MLA PR Committee to submit their best PR materials and compete for the 2017 MLA PR Awards. Academic, public, school, and special libraries can submit PR materials from the categories indicated on the application form. Awards will be presented at the MLA Awards Gala Dinner on *Tuesday night, May 23 at the annual conference in Hyannis, MA.*

Contest Guidelines

- Entries must have been produced after February 2015.
- Entries must be *received* by Friday, March 3, 2017. Postmarked is not receipt. Send to: MLA PR Award Entry, c/o Dighton Public Library, 395 Main St., Dighton, MA 02715
- Each entry must be accompanied by a non-refundable \$25 fee, payable to *Massachusetts Library Association*. One check can cover multiple entries.
- Entries must be submitted by an active MLA member.
- Libraries may submit work in as many categories as desired, but no more than one entry per category.
- Include a separate Application Form with each entry.
- By submitting your entry, you agree to allow MLA to photograph you and/or your entries to use for promotional purposes.
- The committee awards one “PR for Pennies” award for the most successful and inexpensively produced entry.
- The PR Committee awards one “Best in Show” entry, selected from the first-place winners.
- The PR Committee reserves the right to:
 - exclude late or incomplete applications.
 - categorize applications into the most appropriate judging class.
 - use its best judgment when ambiguities arise.
- Awards will be given only in those categories in which entries meet the standards of our judges.
- The Committee’s decision is final and no refunds of application fees will be made for any reason.
- All entries will be displayed at the MLA Annual Conference.
- The Committee will notify all finalists in April. At the MLA Awards Gala Dinner in May, all finalists will receive certificates and have pictures taken.
- **MLA cannot take responsibility for entries.** We cannot return any entry. All entry materials must be picked up at the annual conference. Entries not picked up by the end of the awards ceremony will be discarded. Do not send entries through the state-wide delivery system.

Any questions about entries? Contact MLA PR Committee Co-Chairs:
Jocelyn Tavares, Dighton Public Library, 508-669-6421 jtavares@sailsinc.org, or
Nancy Sheehan, Beebe Library, Wakefield, 781-246-6334 sheehan@noblenet.org



2017 Public Relations Award Application Form

Deadline: Entries *must be received by Friday, March 3, 2017*

Please submit one copy of this form with each entry and a non-refundable \$25 check per entry.

Mail to: MLA PR Award Entry, c/o Dighton Public Library, 395 Main St., Dighton, MA 02715

Library	Library Director
Address	Total budget to produce this PR project: \$
City, State, Zip	Actual cost per item (where applicable) \$
Please list the names of individuals who deserve recognition for this award:	Funding source for project: <input type="checkbox"/> A professional consultant, professional designer, or company assisted the library with materials submitted with this entry. This applies to volunteers who are professional as well as paid professionals. These entries may be judged separately. (Please check if applicable) % of project complete by professional _____ % of project complete in-house by staff _____
Submitted by <i>Submitter must be an MLA member. To join MLA visit www.masslib.org or call MLA 781-275-7729.</i>	Size of population served (population or student body):
Position	Annual Library Budget \$
Email	Library Type (circle one) <div style="text-align: center;"> <input type="checkbox"/> Academic <input type="checkbox"/> Public <input type="checkbox"/> School <input type="checkbox"/> Special </div>
Phone	

Please check one entry category below. Use a separate form for each entry.

Advertisement	Community Reading Program	Logo	Summer Reading Program
Annual Report	Coordinated Advocacy Campaign	Media Presentation	Library Web Site
Booklist	Event	Merchandise	Youth Services Web Site
Bookmark	Flier/Poster	News Coverage	Teen Web Site
Brochure	Library Card	Newsletter	Social Networking Site/Project

ENTRY FEE: Please note that there is a \$25 non-refundable fee for each entry. A single check for the total may be written to cover multiple entries. Make checks payable to *Massachusetts Library Association*.

ABSTRACT: Please attach an abstract of 100 words or less about your project. Describe your library goals, why and how your entry was produced, how it was distributed, and anything else that helped make it successful for your organization.



Award Categories and Judging Criteria

Your entry will undergo judging by professionals in the graphic design, public relations, media, library, and advertising fields. Judges will give weight to entries which are organized, attractive, and tell a cohesive story. As you put together your entry, please keep these tips in mind to best impress the judges.

- Judges will take ease of readability of the entry itself into consideration.
- To provide the best presentation, submit originals, if possible.
- Secure or mount loose parts, and contain them in photo albums and scrapbooks.
- Protect your entry by packing materials carefully and labeling all parts of your entry clearly when shipping.

All entry categories will be judged *partially* on:

- originality
- cost effectiveness
- presentation of entry
- completeness of entry and application

Within each award category, the judging criteria vary. Before you begin your entry, become familiar with the categories, and their definitions. Additional judging criteria, if any, follow the definition. Use this document to guide your presentation before you prepare it.

Advertisement – any paid advertisement

Annual Report – for calendar or fiscal years 2015 or 2016

Booklist – may be any format; concept and content have weight

Bookmark – creative design, content, and format have weight

Brochure – any folded, printed presentation

Community Reading Program – a compilation of promotional efforts and events associated with the community reading program, such as one book-one community. Please present in scrapbook or three-ring binder format. Photos of large objects are preferable to actual objects. Judging criteria include the quality of production, graphic design, and adherence to reading program theme or brand. (See also Summer Reading Program)

Coordinated Advocacy Campaign – format may vary but all aspects of entry must focus on a common theme or goal such as a building campaign, fundraising effort, override attempt, etc. Please include the campaign results in your entry. Was it successful? The quality of production, effectiveness of message, and appropriateness of media enter into judging criteria.

(more on next page)



Event – a compilation of promotional efforts to promote a program or series of related events and the event(s) themselves.

Library Card – entry must include details about the promotional campaign surrounding the introduction of the card. Judging criteria include the quality of production, the graphic design, and the adherence to theme or brand.

Logo – creative symbol designed for library, project, or program

Media Presentation – any audiovisual effort, such as videos, slide presentations, PSAs, etc. Judging criteria include the quality of production, the effectiveness of message, and the appropriateness of media.

Merchandise – items offered for sale or for giveaways by the library or Friends group to promote the Library

News Coverage – column, feature, or news as featured in a newspaper, magazine, on radio, or on television. May be library or press generated. Judging criteria include the overall effectiveness of message.

Newsletter – may be Friends or Library generated; print or online. Multiple examples are encouraged

Poster/Flier – single sided, display item

Summer Reading Programs– a compilation of promotional efforts and events associated with the summer reading program. Please present in scrapbook or three-ring binder format. Photos of large objects are preferable to actual objects. Attribute to state or national program if used. Judging criteria include the quality of production, graphic design, and adherence to reading club theme or brand. (See also Community Reading Program)

Social Networking site/project – list URL and provide color printout of main page and sample subpages. Judging criteria include creativity, functionality, mobile responsive design, and usage.

Web site, Library – list URL and provide color printout of main page and sample subpages. Judging criteria include creativity, functionality, mobile responsive design, and usage.

Web site, Teen – list URL and provide color printout of main page and sample subpages. Judging criteria include creativity, functionality, mobile responsive design, and usage.

Web site, Youth Services – list URL and provide color printout of main page and sample subpages. Judging criteria include creativity, functionality, mobile responsive design, and usage.

Any questions? Contact MLA PR Committee Co-Chairs:

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MLA PR Awards Survey for 2019

The MLA PR Committee seeks to better serve its membership by adding, deleting, or otherwise updating award categories for 2019.

Please check the five award categories you feel are most relevant to libraries.

- | | |
|---|--|
| <input type="radio"/> Advertisement | <input type="radio"/> Media Presentation |
| <input type="radio"/> Annual Report | <input type="radio"/> Merchandise |
| <input type="radio"/> Booklist | <input type="radio"/> News Coverage |
| <input type="radio"/> Bookmark | <input type="radio"/> Newsletter |
| <input type="radio"/> Brochure | <input type="radio"/> Poster/Flier |
| <input type="radio"/> Community Reading Program | <input type="radio"/> Summer Reading Program |
| <input type="radio"/> Coordinated Advocacy Campaign | <input type="radio"/> Social Networking site/project |
| <input type="radio"/> Event | <input type="radio"/> Web site, Library |
| <input type="radio"/> Library Card | <input type="radio"/> Web site, Teen |
| <input type="radio"/> Logo | <input type="radio"/> Web site, Youth Services |

Please indicate *up to three* award categories which you feel have become obsolete, and list below.

As libraries move forward, our ways of reaching out, publicizing, and messaging continue to evolve. Please suggest new categories that you would like to see considered as PR Award Categories for 2019.

We appreciate your feedback!