



22nd Biennial Public Relations Awards, 2019

Massachusetts libraries are invited by the MLA PR Committee to submit their best PR materials and compete for the 2019 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 conference in Framingham, MA.

Contest Guidelines

Your entry

- Entries must have been produced after February 2017.
- Entries must be postmarked by **Thursday, February 28, 2019**. Send them to:

MLA PR Award Entry, c/o Boyden Library
10 Bird Street, Foxborough, MA 02035
- 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 sub-category.
- Please 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 Awards

- All entries will be displayed at the MLA Annual Conference.
- The Committee will notify finalists in April. Winners and their placements will be notified at the MLA conference May 20 - 22, where they will receive certificates and have photos taken.
- First, second, and third place awards are given in each of the three categories of (1) *Print*, (2) *Digital* and (3) *Programming, Advocacy and Outreach*.
- Winners are determined by volunteer judges who are professionals in the graphic design, public relations, media, advertising and library fields.
- The MLA PR Committee awards one "PR for Pennies" award (from the winners and finalists) for the most successful and inexpensively produced entry.

- The MLA PR Committee awards one “Best in Show” award, selected from the first-place winners in each of the three categories.

The Committee’s decision is final, and no refunds of application fees will be made for any reason. All entrants are responsible for picking up their submission by the end of the annual conference. Judges reserve the right to not evaluate submissions that are late or do not meet the standards of the judges. The PR Committee reserves the right to categorize applications into the most appropriate judging class and/or use its best judgement when ambiguities arise.



2019 Public Relations Award Application Form

Deadline: Entries must be postmarked by **Thursday, February 28, 2019**

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

Mail to: MLA PR Award Entry, c/o Boyden Library, 10 Bird St, Foxborough, MA 02035

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:	Estimate the amount of this project that was completed by a professional consultant, designer or company, whether paid or volunteer _____ %
Submitted by Submitter must be MLA member. To join MLA visit www.masslib.org or call MLA 781-275-7729.	Size of population served (population or student body)
Position	Annual Library Budget \$
Email	Library Type (circle one) Academic Public School Special

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

Print	Digital	Programming, Advocacy & Outreach
Advertisement	Advertisement	Community Read
Annual Report	Annual Report	Advocacy Program
Book List	Book List	Event
Newsletter	Newsletter	Merchandise
Bookmark	Logo	News Coverage
Brochure	Media Presentation (video, etc.)	Summer Reading Program
Flier/Poster	Social Media	
Library Card	Website	

Entry Fee: Please note 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.

New this year

Libraries and librarians are invited to submit their best PR work under three major categories: (1) *Print*, (2) *Digital* and (3) *Programming, Advocacy and Outreach*. Each of the three categories lists sub-categories that you may recognize from past PR Awards.

The change allows the PR Awards to be streamlined, more prestigious, and more competitive. It will also allow categories with less entries a better opportunity to compete with others.

All categories will be judged on originality and creativity; cost-effectiveness; concept; completeness of your entry and application; quality of your PR product; effectiveness of message; the appropriateness of the vehicle you used to convey your message; and adherence to the library’s message or brand.

Please answer this question: Did your PR project achieve your goals for the library?

Print	Digital	Programming, Advocacy & Outreach
Advertisement <i>Any paid advertisement</i>	Advertisement <i>Any paid advertisement</i>	Community Read <i>Compilation of promotional efforts and events associated with a community reading program, such as One Book, One Read. Please submit as scrapbook or in 3-ring binder. Photos are sufficient in place of large items.</i>
Annual Report <i>For calendar or fiscal years 2017 or 2018</i>	Annual Report <i>For calendar or fiscal years 2017 or 2018</i>	Coordinated Advocacy Program <i>Compilation of promotional efforts and events associated with a campaign that requires city/town or voter action (building, fundraising, etc) Please include the campaign results in your entry.</i>
Book List <i>Themed list of resources</i>	Book List <i>Themed list of resources</i>	Event <i>Compilation of promotional efforts to</i>

		<i>promote a program or series of related events and the event(s) themselves.</i>
Newsletter <i>Library or Friends generated</i>	Newsletter <i>Library or Friends generated</i>	Merchandise <i>Items offered by sale or for giveaways by the library or Friends group in order to promote the library.</i>
Bookmark <i>Can be list of programs, informational, etc.</i>	Logo <i>Creative symbol designed for library, project or program.</i>	News Coverage <i>Column, feature or news published in a newspaper, magazine, on radio or television</i>
Brochure <i>Any folded printed presentation</i>	Media Presentation (video, etc.) <i>Any audiovisual effort such as videos, slide presentations, etc.</i>	Summer Reading Program <i>Compilation of promotional efforts and events associated with a summer reading program. Please submit as scrapbook or in 3-ring binder. Photos are sufficient in place of large items</i>
Flier/Poster <i>Single sided, display item</i>	Social Media <i>List URL and provide color printout of main page and sample subpages</i>	
Library Card <i>Entry must include details about the promotional campaign surrounding the introduction of the card.</i>	Website <i>List URL and provide color printout of main page and sample subpages</i>	

Judging Criteria

Your entry will undergo judging by professionals in the graphic design, public relations, media, advertising and library 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 or 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 the entry and the completeness of the entry and the application. Within each award category, the judging criteria vary. Before you begin your entry, become familiar with the categories and their definitions.
- Did you achieve your goal with your PR project?