

2017 CLA Publicity Awards Contest



The CLA Publicity Committee sponsors an Annual Awards Contest. Materials designed by a library to promote a library concept or event may be submitted. A panel of professional designers/artists and a representative from the library field will choose the winning entries. Winners will be honored at a CLA Conference Program and winning entries will be displayed at the CLA Conference.

Entry Guidelines

- Library may submit **one entry per category** created during calendar year 2016.
- If your library has won an award in a particular category and have not made significant changes, please do not resubmit in that category.
- Send 1 original of each entry with a copy of this entry form attached to each original. If submitting **Electronic Media**, you may email the project's URL and screen shot (if applicable) to jmenders@otislibrarynorwich.org and mail or fax completed entry form.
- Entries will be judged for content, usability, originality & design.
- Judges' decisions are final. The judges reserve the right not to give an award in a category or give additional awards if merited.
- Entries will not be returned.

Submit entries by January 31, 2017 to:

Julie Menders, jmenders@otislibrarynorwich.org, fax (860) 889-2533
Otis Library

PRINT MEDIA

- Bookmark Newsletter Program Flyer (8 1/2" x 14" or smaller)
 Poster (11" x 17" or larger) Library Logo Signage
 Annual Report

ELECTRONIC MEDIA (include entry URL in the form below)

- Website / Blog Video (DVD, YouTube, Public Service Announcement, etc) e-newsletter
 Social Media (e.g. Twitter, Instagram, Pinterest, Facebook, etc.)

THEMATIC PROJECT

- 3 or more coordinating items which can be print media, electronic media or a combination of both

DESIGN In-House Design Professional Design

Library Director: _____

Library: _____

Address: _____

Phone: _____ Email: _____

Designer(s): _____

URL (for Electronic Media): _____

Please describe the purpose and marketing plan in 250 words or less. (use back of form or attach a sheet)

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