

2020 CLA PUBLICITY AWARDS

THE CLA PUBLICITY AWARDS, sponsored by the Publicity and Communications Committee, recognize accomplishments in design, marketing, and publicity by Connecticut libraries. Materials designed to promote a library service or event are accepted. Winners will be chosen for Print Media (two awards), Electronic Media (two awards), Small Library, and the Designer's Award for most creative standalone design. A panel of professional designers/artists and a representative from the library field will choose the winning entries. Winners will be honored at a the CLA Annual Conference with an awards ceremony and display.

LIBRARY:

LIBRARY DIRECTOR:

ADDRESS:

PHONE:

EMAIL:

Small Library?
(Under \$400K TOE)

DESIGNER(S):

JOB TITLE(S):

DESIGN CATEGORY: In-House Professional

DESIGN TITLE:

DESIGN FORMAT: Print Electronic Other (see reverse for details)

DESIGN EXAMPLE

For print designs, attach either an electronic file or a physical original. For electronic designs, attach either an electronic file, or a screenshot and URL. For other designs such as original artwork, attach a photo or other reproduction.

DESIGN DESCRIPTION

Describe the purpose and marketing plan of your design in 250 words or less. Please include the cost, the marketing plan, the effect of PR on the project, and any other relevant information.

PLEASE SEE REVERSE FOR F.A.Q.

RULES FOR SUBMISSION

- Libraries may submit new, original designs created during the 2019 calendar year. One design per category will be accepted. Please do not resubmit projects that have won awards in previous years, unless the design has undergone significant changes.
- Submissions must include a completed entry form, a design example, and a description. All entry materials must be submitted electronically to lfarrell@farmingtonlibraries.org or mailed to Leah Farrell, Farmington Libraries, 6 Monteith Drive, Farmington, CT 06032.
- Judges' decisions are final. Entry materials will not be returned.

ENTRIES MUST BE RECEIVED BY JANUARY 31, 2020





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FREQUENTLY ASKED QUESTIONS

Q: What is the difference between an in-house design and a professional design?

A: A professional design is one that has had significant contribution by a designer or marketing professional NOT employed by the submitting library, even if they are an unpaid volunteer. All designs done solely by library staff are considered in-house designs.

Q: What some examples of electronic submissions?

A: Videos, social media accounts/posts, electronic newsletters, websites, etc.

Q: What are some examples of print submissions?

A: Print newsletters, invitations, bookmarks, signage, etc.

Q: What kinds of submissions are classified as "other"? Which award recognizes them?

A: Creativity in standalone and nontraditional designs such as logos, murals, artwork, displays, etc. are recognized by the Designer's Award.

**DON'T SEE YOUR QUESTION HERE?
CONTACT LEAH FARRELL
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860-673-6791 X5212**

