2015 PR Xchange Awards Competition (former "*Best of Show Awards*")

Frequently Asked Questions (revised January 2015)

What are the PR Xchange Awards?

The annual **PR Xchange Awards Competition** (former *Best of Show Awards*) recognize the very best public relations materials produced by libraries in the past year. This year's competition will award and recognize original materials produced during the 2014 calendar year.

Who sponsors the PR Xchange Awards?

The PR Xchange Committee sponsors and oversees the PR Xchange Awards Competition. The PR Xchange Committee falls under the umbrella of the Public Relations and Marketing Section (PRMS) of Library Leadership and Management Association (LLAMA), a division of the American Library Association (ALA).

What is the PR Xchange Event?

The PR Xchange is a drop-in style event at the ALA Annual Conference where libraries across the country share their PR and marketing ideas. View and take **free** copies of award-winning PR materials from the juried PR Xchange awards, as well as promotional materials from libraries across North America. See creative library videos, newsletters, posters, and more! Attendees can learn how to improve their own promotional materials by talking with John Cotton Dana and PR Xchange award winners, and other library PR experts.

How are the PR Xchange winners selected?

Materials are judged on the quality of content, originality, design, and format. Judges will consider criteria such as the creativity of the approach, audience appeal, presentation of information in a clear and informative way, attractive appearance, appropriateness of design/graphics/photos and uniqueness of format.

Who is evaluating the work submitted?

The jury from **PR Xchange Awards Competition** are made up of three (3) professionals chosen from a field of experts in the areas of graphic design, public relations, communications, or marketing. The jury does not include any members of the committee organizing the PR Xchange event or the PR Xchange Awards. The jury reserves the right not to award a prize in a particular category if submitted work does not meet the criteria described above.

What types of material may be submitted?

Original materials (such as brochures, newsletters, posters, bookmarks, etc.) may be

submitted in any of the following categories:

- Advocacy (print/electronic)
- Annual Reports / Strategic Plans (print/electronic)
- Bibliographies / Booklists / Materials Promoting Collections (print/electronic)
- Calendars of Events / Newsletters (print/electronic)
- Fundraising Materials (print/electronic)
- Reading Programs: Children and Family (print/electronic)
- Reading Programs: Teen and Young Adult (print/electronic)
- Reading Programs: Adult (print/electronic)
- Services and Resources Available / Patron Orientation Materials / Policy Materials (print/electronic)
- Special Programs, Exhibits and Events (print/electronic)

What is the difference between a print and electronic submission?

A print submission is a promotional item that is disseminated and delivered to library users in printed format. An online submission is born digital. Examples of online submissions can be an online exhibit, a YouTube video, any web-based promotional item (excluding library web sites) are considered electronic submissions. The PR Xchange Co-Chairs reserve the right to re-classify incorrect submissions.

What if I have materials that do not fit into these categories?

If you have public relations materials that do not fit into the categories, please contact the program co-chairs to determine suitability for the PR Xchange awards. You are also welcome to send materials that do not fit into PR Xchange categories to the PR Xchange for display (these could include newspaper ads, mascots, etc.) at the ALA Annual Conference. PR Xchange materials do not have to be exclusively from 2014.

What about web sites?

Although web sites are an important piece of library public relations and marketing efforts, PR Xchange Awards does not accept library web sites as submissions. The application form has a space for entrants to include an optional URL, if it is relevant and provides additional context to a unique PR effort. The following examples illustrate how web sites might be considered in the context of this competition:

- If a library submitted an orientation video, they might submit the URL for the page within their library web site in which the video is embedded. Please note that the video itself is what is being entered in the competition, not the web site.
- A library with a clever YA summer reading campaign might submit a brochure or poster, but also provide the URL for the summer reading program.

The brochure or poster is the work entered in the competition.

What about video and broadcast materials?

Video and broadcast materials (eg. television and radio PSAs) should be submitted in the electronic sub-category of the appropriate category type (Advocacy, etc.)

How do I enter the PR Xchange competition?

http://tinyurl.com/2015-prxchange-awards-submissions

Online entries are preferred. However, if you have problems using the online form, contact the co-chairs, Mark Aaron Polger and Scott Sheidlower at prxchange.awards@gmail.com to request a PDF entry form.

- Each entry should be submitted in the primary format in which it was originally distributed.

  - For print formats, complete the online application form and mail exactly **three** (3) copies of your entry, along with a print-out of the submission confirmation you will receive, to:

    PR Xchange Awards Competition
    c/o: Mark Aaron Polger
    70 East 10th street, apt. 6F
    New York, NY 10003

  - For digital formats, you may submit the URL and/or upload a file at the end of the online application process.

- Multiple submissions per library are encouraged. However, a library may submit only one entry in each category. Please enter the work in the category most closely describing the piece.

- If your Library Marketing Campaign contains many promotional items, please submit 1 item from your campaign and not all promotional items.

- Incomplete submissions or entry forms may result in elimination from the competition.

What are the operating budget divisions from which winners are selected?

Winners in each category will be selected in the following library operating budget (not promotional campaign budget) divisions.

There are three (3) library operating budget categories:
- Under $5 million
- $5,000,000 – $15,000,000
- $15,000,000 plus

What is the entry deadline?

Entries for the PR Xchange competition must be completed online and (for print work) postmarked no later than **April 1, 2015**.

When are winners notified?

Winners will be notified in early May. They will be asked to submit 75 copies, if possible, of each winning entry for display and distribution during the PR Xchange event at the ALA Annual Conference in San Francisco, California. (Note: winners are not ineligible if they are unable to supply additional copies of their entry.) The notification will include the address to which the copies should be sent and directions for preparing the mailings.

Winners will be recognized and receive their award certificates at the PR Xchange Awards ceremony held at the annual PR Xchange event. We strongly encourage winners (or another library representative) to attend this event to accept their award. Winners may have their pictures taken at the awards ceremony for their own public relations materials.

Where do I send PR materials to the PR Xchange event?

Please consider sharing extra copies of your library's PR materials with other ALA attendees at the PR Xchange event, even if they weren't submitted or did not win the PR Xchange. Mailing information (including a special mailing label) will be sent out in the weeks prior to the ALA Annual Conference. Look for information regarding mailing labels to be posted to the ALA *prtalk* and *academicpr* listservs and the LLAMA web site.

When do the PR Xchange awards take place?

Awards will be presented at the 2015 PR Xchange event on Sunday, June 28 at 12:30pm. The PR Xchange event will run from 10:00am to 12:30pm. The PR Xchange Awards ceremony will be held from 12:30pm-1:30pm. Check the final ALA Annual Conference Program for the exact location.