

2013 Best of Show at PR Xchange

FREQUENTLY ASKED QUESTIONS

What are the Best of Show awards?

The annual **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 2012 calendar year.

Who sponsors the Best of Show Awards?

The American Library Association/Library Leadership Administration and Management Association/Public Relations and Marketing Section/PR Xchange Committee sponsors and oversees the Best of Show competition.

What is PR Xchange?

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 home copies of award-winning PR materials from the juried Best of Show 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 Best of Show award winners, and other library PR experts.

How are the Best of Show 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 Best of Show jury is made up of professionals chosen from a field of experts in the areas of librarianship, public relations, graphic design, communications or marketing. The jury does not include any members of the committee organizing PR Xchange or Best of Show. 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, book bags, flyers, booklists, bookmarks, etc.) may be submitted in any of the following categories:

- Advocacy (print/electronic)
- Annual Reports (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)

*Materials that include clip art or templates from initiatives such as the Collaborative Library Summer Program, ALA @yourlibrary, READ or another similar organization are ineligible for the Best of Show competition.

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

If you have public relations materials that do not fit into the Best of Show categories, you are welcome to send them to the PR Xchange show for display on the Wild Card table (these could include newspaper ads, mascots, etc.). PR Xchange materials do not have to be exclusively from 2012.

What about web sites?

Although web sites are certainly an important piece of library public relations and marketing efforts, Best of Show is not intended to recognize excellence in overall library web site design. 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. But the video itself is what is being entered in the competition.
- 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.

How do I enter the Best of Show competition?

For each individual submission, complete the Best of Show Entry Form at:

<http://form.jotform.us/form/30296446043149>

Online entries are preferred. However, if you have problems using the online form, contact Jamie Hazlitt at jamie.hazlitt@lmu.edu 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 Best of Show
ATTN: Jamie Hazlitt, Outreach Librarian
William H. Hannon Library
LMU Drive MS 8200
Los Angeles, CA 90045

- 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.
- 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:

- Under \$2 million
- \$2,000,000 - \$5,999,999
- \$6,000,000 – \$20,000,000
- \$20,000,000 plus

What is the entry deadline?

Entries for the Best of Show competition must be completed online and (for print work) postmarked no later than **April 1, 2012**.

When are winners notified?

Winners will be notified in mid-April. They will be asked to submit 100 copies, if possible, of each winning entry for display and distribution during the PR Xchange program at the ALA Annual Conference in Chicago, IL. (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 Best of Show awards ceremony held at the annual PR Xchange program. 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 be “Xchanged” during 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 Best of Show. 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 Best of Show awards take place?

Awards will be presented at the 2013 PR Xchange event on Sunday, June 30, at 12:30pm. The PR Xchange event will run from 11am to 1:30pm. Check the final ALA Annual Conference Program for the exact location.