

THE 2009 PR EXCELLENCE AWARDS

CALL FOR ENTRIES

HONORING THE CREATIVITY OF CALIFORNIA'S LIBRARIES

The PR Excellence awards honor the highest quality efforts of California libraries in promoting and communicating their message to their customers. Entries should represent a library's best work in this area. We encourage all formats.

An entry may be one piece or an entire campaign. Three awards will be given within each of three divisions determined by organizational budget: <\$5M; \$5-\$10M; \$10M and above.

CLA will announce the awards, including the **Best of Show Award**, during the annual conference at the Awards Banquet.

For assistance, please contact...

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650.616.7017

GUIDELINES FOR ENTRY

- ◆ All California libraries and library-related organizations, including Friends and Foundations are invited to enter materials designed and used in FY 2008-2009.
- ◆ Enter as many times as you like, but please submit a separate application form for each entry.
- ◆ Branches of larger systems must apply under the budget category for their overall organization.

THE PROCESS

- ◆ First, upload one complete set of files by going to [the PR Excellence dropbox](#). Individual files can be no more than 2G in size. Please name all files using your library name for easy retrieval (e.g. mypl.doc, mypl.pdf, etc.). If submitting multiple campaigns, please distinguish them using the entry name (e.g. myplreadingclub.pdf, myplnewsletter.pdf, etc.).
- ◆ Fill out the print or [online](#) application form, which we will match to your entry. Fill out an application form for each campaign you are submitting. The print form is available on the [PR Excellence page](#) of the CLA website.
- ◆ Next, mail 4 complete print sets and fax any print application forms to the CLA office.

Attn: PR Excellence
California Library Association
4030 Lennane Drive
Sacramento, CA 95834
Fax: 916.419.2874

ALL SUBMISSIONS MUST BE UPLOADED AND POSTMARKED NO LATER THAN FRIDAY, AUGUST 14, 2009.

All submissions will be on display in Powerpoint at the Virtual Swap N Shop at the CLA exhibit booth. Winning entries will be posted to the CLA website after the conference

