

Excellence in Marketing and Public Relations

Purpose:

To honor outstanding strategic marketing or public relations projects or campaigns that show results; to provide other libraries in Florida models of excellence.

Criteria:

Members of the FLA awards committee will focus on strict guidelines evaluating your library's:

- Planning (35%)
- Implementation and creativity (35%)
- Evaluation (30%)

A strong submission should clearly:

- Describe the challenge you faced; that is, why did you need a communication plan, and what was your objective? In your planning narrative, explain your strategic goals and messages for meeting that challenge.
- Give substantive details in your implementation and creativity narrative on how you implemented your plan, showcasing the techniques, creativity, and promotional materials you used.
- Review your results in your evaluation narrative and reflect on lessons learned throughout the process.
- Showcase any outstanding supporting materials in an electronic format (photos, screenshots, PDF, PowerPoint, Word, etc.). Supporting materials can include any of the following: photos, clippings or media coverage, testimonials and patron comments, research, key messages, promotional pieces, screen shots of Web sites, electronic or social media promotion.

Eligibility:

Application must be a marketing, public relations, or communication project or campaign that was completed during the calendar year prior to the conference at which the award will be bestowed. Libraries are permitted multiple submissions.

Year of program: _____

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Planning	The challenge or goal of the marketing or public relations campaign is clearly and comprehensively described. The planning phase is clearly and comprehensively described with linkages between the planning and the specific challenges/goals the planning was designed to address.	The challenge or goal of the marketing or public relations campaign is clearly and comprehensively described. The planning phase is clearly and comprehensively described, but not all linkages between the planning and the specific challenges/goals the planning was designed to address are discussed.	[Intentionally left blank]	Nomination does not adequately describe the challenges faced or the goals and messages for meeting that challenge. The challenge or goal of the marketing or public relations campaign is not described. There is a limited explanation of the planning phase and the linkages between the planning and the specific challenges/goals the planning was designed to address are not discussed.
Implementation and creativity	The marketing or public relations campaign was implemented as planned. An exceptional level of creativity used in strategic marketing techniques and in creating and disseminating promotional materials is clearly described in the narrative.	The marketing or public relations campaign was implemented as planned. Good creativity was demonstrated by strategic marketing techniques and in creating and disseminating promotional materials and is clearly described in the narrative.	[Intentionally left blank]	The marketing or public relations campaign was ineffective in its implementation. The strategic marketing techniques and promotional materials lack creativity.

Evaluation	<p>The nomination thoroughly details the evaluation process, including positive results and lessons learned. Measurable indicators of campaign success are present in the nomination (such as number of attendees, number of promotional materials distributed, number of people the campaign reached, etc.).</p>	<p>The nomination somewhat details the evaluation process. There are some measurable indicators (such as number of attendees, number of promotional materials distributed, number of people the campaign reached, etc.) of campaign success included in the nomination.</p>	[Intentionally left blank]	<p>The nomination does not detail the evaluation process. There are no measurable indicators of success (such as number of attendees, number of promotional materials distributed, number of people the campaign reached, etc.) included in the nomination.</p>
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