Florida Library Association’s
Excellence in Marketing and Public Relations Award Guidelines

Examples of Appropriate Projects

- A significant project or campaign will qualify as opposed to a single piece of marketing or advertising, so ...
- A flyer or poster advertising a program would not qualify; an entire advertising campaign to promote your summer reading program would qualify.
- A single e-newsletter would not qualify; an ongoing monthly e-newsletter program would qualify, as would a complete e-mail marketing campaign.
- Facebook page? No; General Social Media marketing program or campaign? Yes
- One YouTube video? No; YouTube video as centerpiece of library card sign-up campaign? Yes

Evaluation Criteria

Members of the FLA awards committee will evaluate the scope, relevance and effectiveness of your marketing or public relations project or campaign and its strategic communications based on the following questions: planning (35%); implementation and creativity (35%); and evaluation (30%).

Planning (35%)

Summary of marketing project or campaign: Please identify goals and objectives, and list: Who? What? Where? When? Why? and How? For example:

- Who made up your team? How much of your project was done by library employees? Did you partner with other area agencies? Briefly summarize “In-house Contributions” and/or “External Contributions.”
- Who was your target audience? How did you identify your audience?
- How did you realize there was a community need for your project or campaign?
- What message was your campaign trying to communicate? List titles, slogans, mottoes, etc.
- Where were your programs held? What area of the community did you reach out to?
- Why? Please specify the goals, objectives, and the specific results you were trying to achieve.
- Did you do any pre-campaign surveys or benchmarking? How did you measure your results?
- How did you plan to cover the cost? Please give general details regarding your actual or planned budget for expenses, such as payroll, materials, outside services, etc. Did you use interns or volunteers? Was an outside agency involved? If so, to what extent.
- As the FLA Awards Committee considers the benefits of your marketing project or public relations campaign, they will look for attention to detail, research, careful planning, organization, and results.
Implementation and Creativity (35%)

The implementation of your plan, critical thinking, creativity, and original ideas are vital parts of your marketing project or public relations campaign.

Please describe your marketing mix, that is, how did you implement your plan and what was the price? For example, consider these questions:

- What products and/or services did you offer? Where was your place of distribution?
- What print, digital, or Web media did you use, if any? What graphics did you use? Did you use slogans, mottoes, logos, etc? Please provide samples.
- What promotional tools, techniques, activities, materials, and resources did you use to reach your goal? Please provide samples.

Evaluation (30%)

Describe how you have or how you will evaluate the results of your marketing project or public relations campaign? Did you measure results? If so, how? Did you meet or exceed your goals and objectives? Did you identify areas for future improvement?

Did you measure the efficiency of the campaign or return on investment in any way (for example, by calculating cost per impression)? If so, how did you make such an evaluation and what were the results?

What did you change along the way, and why? What difficulties were encountered and how were they handled?

Optional: Is there something we missed? Please elaborate and supply more information so we can better understand the results and benefits of your marketing project or public relations campaign.

Submissions are accepted Nov. 12, 2013 – Feb. 15, 2014.

Please complete the online application form, which is available at: [http://www.flalib.org/awards.php](http://www.flalib.org/awards.php)

You will be asked to submit the form, and then send your narrative as an email attachment to flaawards@gmail.com.

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