



## 2020 Suffolk Library Marketing Application Instructions

Recognizing the Best Public Relations Marketing Campaign by a Public or Academic Library in Suffolk County, a commission of the PR & Marketing Committee of the Reference and Adult Services Division of the Suffolk County Library Association, a Regional Chapter of the New York Library Association.

### What is a Library Marketing Campaign?

---

A library marketing campaign consists of specific activities designed to increase awareness of a particular product or service, or to increase consumer awareness of the library. A marketing campaign is a coordinated series of steps that can include promotion of a product through various mediums such as television, radio, print, online, social media, etc., using a variety of different types of publicity. It has a limited duration.

### Eligibility

---

Any department of a public or academic library in Suffolk County may submit an application with details about a library marketing campaign that occurred entirely between **September 16, 2019 and October 15, 2020**.

### Entry Description

---

Each entry must include:

An official SLMA Application form with all questions answered.

A concise descriptive **narrative summary** of each of these four aspects of the campaign:

- **Assessment and Planning** - The idea and goals for the campaign must be created and executed in-house. *Example:* A need to promote a service, program, electronic resource, your library.
- **Execution/Implementation** - Describe publicity materials used in the campaign, such as fliers, newsletter, press release, poster, web page, social media, etc.
- **Measurement/Evaluation** – Describe the Pre and Post Evaluation of the campaign using statistics, photos, testimonials, charts, etc.
- **Creativity** – Describe the unique ideas and “out of the box” thinking used in the campaign.

### What to Include in Your Submission

---

All materials or appropriate web sites used as part of the marketing campaign you are entering for the SLMA.

You do not need to produce **additional** media support exclusively for your entry.

*Supporting materials can include any of the following:*

- Promotional materials
- Photos
- Newspaper clippings
- Testimonials
- Screen shots of web sites, electronic, or social media promotions

## How to Submit Your Entry

---

- Deadline to submit an application for the 2020 SLMA is October 15, 2020.
- Completed applications and supporting documentation must be emailed to plma.1rasd@gmail.com.
- Include the name of your library in the subject line of each e-mail that you send.
- Only two entries per library may be submitted.
- Incomplete or late entries will be disqualified.

## What is a Pre–Post Evaluation?

---

Pre-Post analysis allows you to evaluate the overall quantitative results of the campaign.

Some examples are:

- To evaluate the impact and receptiveness of the campaign
- To test whether the campaign transmits the intended message
- To understand the emotional and functional benefits the campaign delivers
- To analyze elements of the form and content of the campaign
- To test a campaign’s call to action
- To evaluate which options for a campaign would be potentially more effective

In order to gather statistics you might use focus groups, personal interviews, surveys, Google Analytics, Facebook Insights, or statistics from your ILS. *Example:* Innovative Interfaces

## Announcement of the Award

---

- Judging will take place between **October 16, 2020** and **October 30, 2020**.
- The contact person for the winning entry will be notified on or around **November 5, 2020**.
- A plaque will be presented to the winning library at the annual Suffolk County Library Association (SCLA) Dinner.
- Judging will be made by three public relations professionals. A list of judges will appear on the PR and Marketing web site at <https://rasdpr.wordpress.com/about>.
- The winner will be mentioned in the RASD newsletter *Ramblings*, the SCLA newsletter, and library listservs.



## 2020 Suffolk Library Marketing Application

Please complete the following information. Attach additional pages if needed.

| <b>CAMPAIGN INFORMATION</b>   |                  |
|---|------------------|
| NAME OF MARKETING CAMPAIGN  |                  |
| CAMPAIGN DURATION- Length of time for the campaign – Please include start date and end date.  |                  |
| PROJECT NARRATIVE - Assessment, planning, goals, ideas, execution, evaluation, and creativity   |                  |
|   |                  |
|   |                  |
|   |                  |
|   |                  |
|   |                  |
| <b>LIBRARY INFORMATION</b>  |                  |
| NAME OF LIBRARY   |                  |
| LIBRARY CATEGORY - Any department of a public or academic library in Suffolk County may enter.<br><input type="checkbox"/> Public Library <input type="checkbox"/> Academic Library |                  |
| STREET ADDRESS OF LIBRARY   |                  |
| TOWN  | ZIP CODE         |
| TELEPHONE NUMBER  | FAX NUMBER       |
| LIBRARY DIRECTOR'S NAME   |                  |
| CONTACT PERSON FOR ENTRY  | TITLE            |
| EMAIL ADDRESS   | TELEPHONE NUMBER |
| POPULATION OF THE LIBRARY, based on the 2010 census   |                  |

**PROJECT PARTICIPATION**

GENERALLY, GIVE AN IDEA OF HOW YOUR ENTRY WAS DEVELOPED AND IMPLEMENTED. How much of your project was done by library employees? The original idea and plan must have been done in-house.

|  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**PROJECT SUPPORT**

DID YOU USE THE SERVICES OF AN OUTSIDE PROFESSIONAL(S) ON THIS CAMPAIGN? For example: advertising or public relations firm, media production company or graphic designer  Yes  No IF YES, COST OF SERVICES:

Please list the professional services provided

|  |
|--|
|  |
|  |
|  |
|  |

Only two entries per library may be submitted.  
**Deadline to submit an application for the 2020 SLMA is October 15, 2020.**

Completed applications and supporting documentation must be emailed to [plma.1rasd@gmail.com](mailto:plma.1rasd@gmail.com).  
Include the name of your library in the subject line of each e-mail that you send.

For questions, please contact the SLMA Committee Chair Jo-Ann Carhart  
[jcarhart@eipl.org](mailto:jcarhart@eipl.org) or call 631-581-9200, ext. 5.

Additional applications can be found on the RASD PR & Marketing Committee’s webpage [rasdpr.wordpress.com](http://rasdpr.wordpress.com)