**Marketing and Public Relations News and Resources**

**FEBRUARY 2014**

- **PRExcellence Awards**
- **Spring Fling Program**
- **Spotlight: Best in Show**
- **Marketing Resources**

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**Special thanks to PRExcellence Committee Members**

Sharon Tani and Rebecca Elder

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**PRExcellence Awards**

Calling for marketing masterpieces! Did your organization create a piece of publicity or a marketing campaign that made an impact? Don’t be shy about it! Apply for a PRExcellence Award! CLA’s PRExcellence Award winners will be honored at CLA’s Annual Conference in November 2014 in Oakland, CA.

The PRExcellence Award application period is currently open and submissions will be accepted until March 28th, 2014. For award categories and further details see CLA’s webpage. Curious about previous year’s winning award winners? You can view samples of the excellent work libraries across California are doing on the CLA PRExcellence webpage.

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**Questions or comments:**
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The PRExcellence Committee is excited to host a Spring Fling workshop this year! Francie Palmer, Community Outreach and Marketing Manager for the City of Rancho Cucamonga will present “In the Branding: It’s Never Been So Personal” on April 25th, 2014. The workshop will illustrate how business branding and marketing strategies can be applied not only to the benefit of your organization but to your own personal and professional brand.

Registration ends on April 18th. Space is limited so register early! For further information visit the CLA Spring Fling webpage.
Spotlight: Best in Show 2013

USC’s Mosely Snowflake Fractal

The 2013 PRExcellence Best in Show award went to USC’s Mosely Snowflake Fractal for its highly creative and collaborative project which brought local and national attention to the USC Libraries. The project was a unique manifestation of creativity, science, math and art. For further information about the project click this link to an article in Wired magazine.

The Best in Show Award is issued by the PRExcellence Committee to the award winner in the individual categories which has garnered the highest ratings in judging criteria including visual appeal, branding, overall impression, originality and creativity.

Tyson Gaskill, Hugh McHarg, Nathan Masters, and Tim Stanton display their PRExcellence Awards for Wild Card category and Best in Show at CLA’s 2013 Annual Conference.

Marketing and PR Resources:

Marketing Blogs:
http://themwordblog.blogspot.com/
http://librariandesignshare.org/

Surveys:
http://www.lrs.org/library-user-surveys-on-the-web/
http://www.lrs.org/library-user-survey-resources/

Articles:
“Marketing your library”
http://www.americanlibrariesmagazine.org/article/marketing-your-library

“How Marketers Can Work More Effectively with Their Designers”
http://www.searchenginejournal.com/how-marketers-can-work-more-effectively-with-their-designers/

http://www.americanlibrariesmagazine.org/issue/januaryfebruary-2014

Books:
Bite-Sized Marketing: Realistic Solutions for the Over-Worked Librarian by Nancy Dowd, and Jonathan Silberman