

Title: Prize-Winning PR: Advice from the 2007 Publicity Award Winners

Sponsor: Publicity Committee

Reporter: Chris Bradley

The Publicity Committee arranged its 2007 program in round-robin style, with each presenter presiding over a small circle of attendees interested in their submission. Mary Engels notified the audience when it was time for them to move on to the circle of another award winner. This gave attendees a chance to talk with each award winner in an intimate environment, encouraging discussion and questions. Conference 2007 saw the rebirth of CLA's Publicity Awards after a one-year hiatus. Given the encouraging number of applicants, as well as the high quality of the submissions and winners, we won't let that happen again, so start planning your entry for 2008! And the winners are...

PUBLICITY CONTEST AWARDS 2007

BUDGET UNDER \$500,000

Bookmark/Deep River Public Library

Director: Ann Paietta

Designer: A.C. Proctor

Newsletter/Sherman Library

Director: Millie Loeb

Designers: Marie Mulvaney Loria/Millie Loeb

Poster/Deep River Public Library

Director: Ann Paietta

Designer: A.C. Proctor

Program Flyer/Wheeler Library, Monroe

Director: Robert Simon

Designer: Jessica Rogoz

BUDGET OVER \$500,000

Bookmark/Norwalk Public Library

Director: Les Kozerowitz

Designers: Susannah Violino/Stam Siegel

Brochure/Ferguson Library, Stamford

Director: Ernest A. DiMattia, Jr.

Designers: Linda Avellar/Barbara Aronica-Buck

Newsletter/Greenwich Library

Director: Mario M. Gonzalez

Designers: Susan Ferris/Joe Kantorski

Program Flyer/New Canaan Library

Director: David Bryant

Designer: Susan LaPerla

Thematic Project/Southington Library/Museum

Director: Susan I. Smayda

Designer: Cindy Wall

Website/Avon Free Public Library

Director: Virginia Vocelli

Designer: The Computer Company, West Hartford