

# Got publicity? Want books? Then be sure to enter the second annual local library publicity contest!

The contest will be held during the 2007 Alaska Library Association annual conference in Juneau February 22-25, 2007. Simply bring a sample of items you created during 2006 to publicize your library's programs or services. These items will be displayed on the contest table during conference. Judging will take place on Saturday, February 24. Winners will be announced at the AkLA Banquet Saturday evening. You do not need to be at the banquet to win.

Entries will be accepted in four categories:

- Periodicals, including newsletters and annual reports
- Brochures or flyers
- Bookmarks
- Library home pages (printouts only, judges may view pages online during judging)

Be sure to read the contest rules below. If you have other questions, call Patience Frederiksen at 269-6566 or e-mail her at: [Patience\\_Frederiksen@eed.state.ak.us](mailto:Patience_Frederiksen@eed.state.ak.us) Do NOT reply to this announcement!

I hope to see your publicity in Juneau!

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## **2007 AkLA Local Library Publicity Contest Rules**

1. You may submit published materials in any of these four categories: a single issue of a periodical (including newsletters and annual reports), a brochure or flyer, bookmarks, or print-outs of library home pages.
2. These materials **MUST** have been published by the library during calendar year 2006.
3. For each item submitted, be sure to include on a cover sheet:
  - the name of the library
  - the name and e-mail of the person submitting the item
  - a 2-3 sentence anecdote telling how the publicity item helped your library

4. If you are attending conference, bring the published item and the cover sheet to the 2007 AKLA conference in Juneau. You can either find Patience Frederiksen at the conference and give her your materials or you can simply place the publicity materials and cover sheet on the Local Library Publicity Contest table in or near the exhibits hall.
5. If you are not attending conference, please make arrangements with a colleague to have your materials brought to Juneau and set up on the Contest table.
6. The publicity committee will NOT print out items from your Web pages. Faxes of publicity items are NOT eligible. You must submit originals in hard copy.
7. All items received will be displayed on a table in the exhibits hall. Drop by and see how other librarians have publicized their programs and services.
8. Publicity items submitted to the contest will NOT be returned to the library, unless the person submitting the item includes a self addressed and stamped envelop with the entry.
9. A panel of judges will review the entries and select the winners based on **content, graphic design, originality, and presentation.**
10. Winners will be announced and prizes awarded during the 2007 AKLA Conference and will be publicized in an article in Newspoke.
11. In each of the four categories (periodicals, brochures/flyers, bookmarks, and library home pages), the winning entry will receive up to \$200 in and the runner up will receive up to \$100 in books ordered through the Cook Inlet Book Company in Anchorage.

Patience Frederiksen  
AKLA Publicity Committee