

LLAMA
Library Leadership Administration and Management Association
Public Relations and Marketing Section
Swap & Shop Committee

ENTRY FORM

Swap & Shop

Best of Show 2009 Competition

Enter your best library public relations materials in the LLAMA/PRMS Swap & Shop **Best of Show Competition**. Judges will select winners based on content, originality, design, format and effectiveness. Winning entries will be on display during the Swap & Shop program scheduled for Sunday, July 12, 2009, from 11 a.m. to 1:30 p.m. during the American Library Association (ALA) Annual Conference in Chicago, IL. Awards will be presented at a special ceremony, to be held at 12:30 p.m. during the Swap and Shop event. Check the final ALA Annual Conference program for exact location of the ceremony and event.

Directions: Complete (print or type) one Best of Show Entry form for each individual submission. Attach the completed form to exactly **four (4)** copies of your entry and submit to the below address. If you are submitting copies of your library's home page, capture the page on a CD and send **four (4)** such CDs with your entry form. If you are submitting a video, enclose four (4) or e-mail WMV or MP4 files to rdipilato@alexandria.lib.va.us, with the subject line "Best of Show Video Entry" and include all information from next page in the body of the e-mail. Entries must be postmarked no later than April 17, 2009.

Remember:

- For consideration in the competition, an entry must have been produced during the 2008 calendar year.
- A library may only submit one entry per category. The category must be clearly marked in step 3.
- An entry cannot be entered in more than one category and must be entered in the category most closely describing the piece.
- Incomplete submissions and/or entry forms may result in elimination from the competition.

Mailing Address:

Swap & Shop Best of Show
ATTN: Renee Di Pilato
Alexandria Library—Duncan Branch
2501 Commonwealth Avenue
Alexandria, VA 22301

For more information, please visit LLAMA's website or contact Renee Di Pilato (rdipilato@alexandria.lib.va.us or 703-838-4566, ext. 11).

2009 *Best of Show* Entry Form

1. Title or Description of submission: _____

2. Name of Library making submission: _____

3. Submission is entered in the following category:

Adult and Family Reading Materials/One Book materials*

Annual Reports

Bibliographies and Booklists

Calendars of Events/Newsletters

Children's Reading Club Materials*

Fundraising Materials

Printed Materials Promoting Websites

Services Available/Orientation Materials/Policy Materials

Special Programs and Events

Young Adult Reading Club Materials*

Web Pages/Home Pages

Videos 30 seconds and under

Videos 31 seconds to 5 minutes

*If submitting reading program materials that include clip art or resources from the Collaborative Library Summer Program or another such organization, please explain why you consider the piece to be original in nature: _____

4. Please list the Library's total **annual operating budget**:

5. Purpose / Audience / Distribution Information:

What is the purpose of the promotional piece? _____

Who was the intended audience? _____

How was the promotional piece distributed? _____

6. Library Staff Contact:

Name: _____

Mailing Address: _____

City, State, ZIP: _____

Email: _____

Phone Number: _____