

# News Release: American Library Association

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FOR IMMEDIATE RELEASE

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The 1979 Grolier National Library Week Grant has been presented to the Utah Library Association for a media campaign titled "Your Library: Technology With a Personal Touch." The \$1000 grant from the Grolier Educational Corporation is given annually to the state library association submitting the best proposal for a communications program to increase public awareness of library services.

The ALA National Library Week Committee selected Utah's proposal during the association's Midwinter meeting in Washington D.C., January 7-12, 1979.

Utah's radio and television stations have pledged their help for a multi media campaign to inform all residents that libraries are keeping pace with modern technology, while still offering personalized service. Because Utah's population is centered in one main area with a rural population scattered throughout the rest of the state, the media campaign will also let people know about the library network that makes uniform service possible for all.

"The National Library Week Committee was impressed by the proposal's realistic goals and budget," commented Sue Fontaine, NLW chairperson. "We also think the theme is a good one and believe this Grolier Grant will produce a model program that can have real impact throughout the country."

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one--Grolier Grant Award

The Utah Library Association's proposal was submitted by Amy Owen, President. The chairperson of the ULA Publicity Committee is Sara Beth Galloway of the Davis County Library in Farmington, Utah.