The Library Public Relations Council of New York will cite twelve libraries for excellence in publicity at the Annual Conference of the American Library Association in Las Vegas at a meeting of the Public Relations Section of ALA's Library Administration Division.

The Mid-Manhattan Library in New York City will receive an Award of Excellence for a series of coordinated radio spots informing the public of a new library. Awards of Merit for radio spots will be presented to the Amarillo Public Library, Texas, for a series promoting library services, and to the Lake County Library Project, Lakeport, California, for a series employing humor and imagination in publicizing library services. The Target '76 Committee of the Connecticut Library Association will receive an award of Special Recognition for a series of radio spots promoting a universal library card. The Los Angeles Public Library, California, will be presented with an Award of Merit for pioneering in the field of library television spots with grace, good humor and gusto.

In the category of library book bag or shopping bag advertising, the Ferguson Library of Stamford, Connecticut, will receive first prize and the second prize will go to Vigo County Public Library in Indiana.

Two Awards of Excellence will be awarded to the Memphis Public Library and Information Center, Tennessee: one for the best coordinated publicity materials in...

-over-
2. LPRC Awards

observance of a library milestone - an 80th birthday celebration, and one for the best coordinated publicity materials produced in observance of the expansion, move and dedication of a building.

The Hewlett-Woodmere Public Library, Nassau County, New York, also will receive an Award of Excellence for the best coordinated publicity materials produced in observance of a library milestone - a 25th anniversary celebration. Publicity materials produced in observance of a 16th birthday celebration won an Award of Merit for the East Meadow Public Library, New York. Special Citations will be presented to the Farmingdale Public Library, New York, for publicity materials produced by a Friends group in observance of a 50th anniversary celebration and the Chicago Public Library, Illinois, for the selected sampling of coordinated materials produced on a grand scale with grant funding in observance of a library milestone - a centennial celebration.

Entries were received in the LPRC competition from as far as the National Library in Singapore, China, and from all geographic areas of the United States.

The judges were: Chairman, Gloria T. Glaser, Public Relations Director, Nassau Library System; Anthony Messineo, Deputy Director, Mohawk Valley Library System; Kenneth F. McPherson, Director, Morris County Free Library; and Fred Hertz, Westport Communications, Inc. (Assisted by Joan Clark, Nassau Library System Audiovisual Consultant, in the audiovisual categories.)

The Library Public Relations Council is a national organization devoted to the discussion and promotion of all phases of library public relations.