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Library wins top advertising honors

Sacramento Public Library's One Book Poe named Best in Show at local American Advertising Federation Awards.

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The Sacramento Public Library took two awards at the local [2013-14 American Advertising Federation Awards](#) hosted by the [Sacramento Ad Club](#) for the advertising campaign supporting One Book Sacramento: The Works of Edgar Allan Poe. The campaign promoted the [Slender Poe Anthology](#) of works by Poe, published by the library's own [Street Press](#).

The library won the Gold Award for Best Integrated Campaign and also the Best in Show Award during the February 27 awards ceremony. The One Book campaign will now move on to a regional competition against other local winners in Northern California. Winners from the 14 regions will then vie for national awards.

The Awards recognized three library employees and one outside contributor. Visual Communications Specialist Laura Koivunen designed all of the graphics for the campaign, including the *Slender Poe Anthology* itself and the full-size bus shelter posters that could be seen around Sacramento for weeks last fall.

One Book was also featured in stories by numerous local media outlets, including the *Sacramento Bee*, *Sacramento News & Review*, News 10, *Good Day Sacramento* and others. The library also held numerous public events in conjunction with the One Book project. Library staff were involved with the [Poe Project](#) film festival and contest. Coordinated by the [Capital Film Arts Alliance](#), this series of Poe-inspired films by local artists screened at the Crest Theatre as part of the annual [Sacramento Film and Music Festival](#). Sacramento's New Helvetia Brewery also got in on the act, producing an Edgar Allan Porter that was sold at some of the events.

"These awards serve to show that libraries can continue to be vibrant cultural forces in our local communities," said Library Director Rivkah K. Sass. "It also proves that our work can stack up with that of professional advertising agencies."

Other contributors recognized included poet and Cosumnes River College professor John Allen Cann, who curated *The Slender Poe Anthology* and wrote an introduction and commentary, as well as appearing in several public events for the project. Communications analyst Linda Beymer edited the anthology and all the supporting press materials. Malcolm Alan Maclachlan, public information coordinator for the library, managed the media coverage for the campaign and also appeared at numerous events, including doing readings dressed as Poe at the [Crest Theatre](#) and [Tsakopoulos Library Galleria](#).

Sacramento Public Library

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