

AEGIS

Harford County Public Library wins marketing award



Harford County Public Library, Bel Air Branch on Wednesday, August 16, 2023.

Brian Krista/The Aegis



By **JOHN COFFREN** | john.coffren@baltson.com

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The Maryland Library Association presented to the Harford County Public Library its Excellence in Marketing Award at its annual conference in May.

The award was for marketing of the library foundation's 19th annual gala last November. This was the second time since 2018 that the county's library system received the honor.

Harford County Public Library's submission was developed by marketing and communications director Leslie Greenly Smith and the video production team led by Amber Shrodes, director of philanthropy and community engagement.

Three experts in marketing and/or design from across the state judged the entries. Each submission was judged on four criteria: product originality, measurable results, quality of the

campaign and campaign design. Additional points were given for audience appeal, presentation of information, appearance, design/graphics/photos and format.

The Excellence in Marketing Award was established by the Maryland Library Association to recognize the talent of communications and marketing professionals within Maryland libraries and to share ideas, learn from peers and stress the importance of library marketing.

Harford County Public Library operates 11 branches and interacted with its residents more than 12 million times last year – including borrowing free materials, visiting branches and the website, and using free WiFi.

Harford County Public Library received Graphic Design USA's American Inhouse Design Award for graphic excellence in 2023, the third time in five years.