



ILLINOIS LIBRARY ASSOCIATION

Because Libraries Matter

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Press Release

Pamela Salomone, Communications & Marketing Manager at the St. Charles Public Library (SCPL), is the recipient of the 2020 Deborah Dowley Preiser Marketing Award. This award recognizes a library employee who has performed excellent work in public relations and programming over a period of several years. The award is sponsored and presented by the Oak Park Public Library.

A member of the SCPL since 2013, Salomone has utilized exemplary leadership, innovation, and dedication to help launch new and engaging adult programs, revamp SCPL's newsletter, increase its social media presence, and strengthen its community partnerships. During Salomone's tenure, adult programming has increased 115.5% through offerings she and her team helped develop and expand, like a cooking series, genealogy workshops, business programs, and the signature SCPL Sunday Concert Series. Other incredibly successful collaborative programs include St. Charles in Bloom, a series of landscaping, environmental, and heritage preservation series coordinated with the city and other local nonprofits; One Book, One City, a three-week, community-wide event of programs, author appearances, and book discussions; the annual Books & Brunch fundraising event; and a unique after-hours film event in partnership with the Artsfest and Geneva Film Fest.

Beyond such innovative programming, Salomone has fully revamped the library's marketing and expanded its presence in the community and beyond. She has transformed the library's newsletter, increasing the publication frequency, and updating the format and graphics to make it more user friendly and visually appealing. The library's social media presence has increased exponentially under Salomone's leadership, as has its reach and user engagement across platforms.

SCPL has a much greater presence in the community, thanks to Salomone's coordinating Library sponsored booths at all major city events and functions, Library Card Sign-Up Month outreach events, participation in numerous city parades and celebrations, and the SCPL Ambassador Program. Finally, Salomone's work on the SWAN Marketing Committee helped smooth the consortium's transition through the development of informative and attractive promotional materials that helped engage and educate the libraries' communities on the benefits of the merge.

In short, Salomone's extraordinary work has increased SCPL's visibility, and helped enhance the library's standing and impact in the community and region as a whole.

The Deborah Dowley Preiser Marketing Award will be presented at a ceremony that will be held in conjunction with the 2020 Illinois Library Association ILA Conference, which will take place virtually in October.

For further information, contact the Illinois Library Association.

For Immediate Release