



ILLINOIS LIBRARY ASSOCIATION

Because Libraries Matter

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Press Release

The Champaign Public Library (CPL) Promotions Team Evelyn Shapiro, Promotions Manager; and Gloria Roubal, Promotions Associate are the recipients of the 2023 Illinois Library Association's (ILA) Deborah Dowley Preiser Marketing Award. This award recognizes a library employee or employees who have performed excellent work in public relations and programming over several years. The award is presented and sponsored by the Oak Park Public Library.

Shapiro has worked at CPL for more than 16 years. She is a member of many state and national organizations and a sought-after speaker on social media and marketing topics. Her design and marketing background includes expertise in engaging museum and publishing audiences. Roubal has worked at CPL for eight years. In addition to being an accomplished marketer, she draws on her experience in illustration and lettering to create custom graphics for library promotions.

More than 120 programs are hosted by the two-branch system each month, with more than 4,300 program attendees. The library welcomes an average of 2,000 visitors daily. Shapiro and Roubal design and deliver all the marketing components for programs, events, services, and resources for the library. They work closely with the library programming staff to design, promote, and sometimes execute library programs for children, teens, and adults.

They have developed and maintained inclusive and visually engaging design, consistent branding, and effective communication for CPL. Font choices for visual marketing and promotion are consistently utilized to reflect the audience they are reaching with each unique voice which sets the foundation for a successful program.

Each initiative includes programs, workshops, online tools and resources, the content available on YouTube, and the Book-a-Librarian service for a one-to-one consultation.

The History of Witchcraft webinar, in partnership with the University of Illinois Rare Book and Manuscript Library, was held during the pandemic on Oct. 29, 2020, and went viral. An initial audience size of 30–50 people was expected, but the event reached 2.4 million people worldwide, with 3,000 tuning in live during the broadcast.

Shapiro and Roubal have achieved consistent success and sustained recognition for marketing strategies, especially for adult programming.

The ILA Deborah Dowley Preiser Marketing Award will be presented at an awards ceremony during the 2023 Illinois Library Association Annual Conference. The conference will take place October 24-26 in Springfield, Illinois.

For more information, contact the Illinois Library Association.

For Immediate Release