



ILLINOIS LIBRARY ASSOCIATION

Because Libraries Matter

Illinois Library Association
33 W. Grand Ave., Suite 401
Chicago, IL 60654-6799

Phone: 312.644.1896
Fax: 312.644.1899
Email: ila@ila.org

Press Release

Linda Vering, Marketing and Communications Manager at the Northbrook Public Library, is the recipient of the 2021 Illinois Library Association Deborah Dowley Preiser Marketing Award. The award recognizes a library employee who has performed excellent work in public relations and programming over a period of several years. The award is presented and sponsored by the Oak Park Public Library.

Linda has been a member of the Northbrook Public Library team since 2018, when she was hired as the Marketing and Communications Supervisor. She was promoted to Marketing and Communications Manager in November 2020, due to her attention to detail and her efforts to grow the library's Marketing initiatives and staff.

During the COVID-19 pandemic, Linda implemented a community-wide weekly update initiative in partnership with other community entities. This initiative included information about COVID-19 testing, community-wide mask distribution, local organizations' opening and closing plans, and more, which was distributed in English, Korean, Mongolian and Spanish. Linda was an integral part of the transition from in-person program to virtual programming at Northbrook Public Library, but even pre-pandemic she had established a robust marketing plan for the library that includes patron input and engagement. She's an active player in planning the library's Summer and Winter Reading programs as well as in other library programming, such as a virtual film discussion series and international film festival.

Linda's varied accomplishments include working with her Executive Director and Board of Trustees to draft the library's anti-racist message, working with her library's Equity, Diversity, and Inclusion (EDI) committee on creating programming and events, participating in the launch of a new library app, developing her library's social media presence and email marketing campaigns, and more.

Linda has gathered community feedback and combined it with her own expertise to create exciting and innovative initiatives in marketing, public relations, and programming.

The Deborah Dowley Preiser Marketing Award will be presented at an awards ceremony during the 2021 Illinois Library Association Annual Conference. The conference will take place October 12-14, 2021.

For further information, contact the Illinois Library Association.

For Immediate Release