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Press Release

Catherine Bailey, Marketing and Adult Programming Coordinator for Effingham Public Library, is the recipient of the 2016 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 will be presented by ILA and the Oak Park Public Library.

Catherine Bailey is being recognized for her ability to produce programming to engage the library's existing patron-base, and create marketing to reach new groups of people. This is strongly on display in her work developing the "Find yourself @ Effingham Public Library," their current promotional materials theme. It was designed to show the diversity of people using the library, and to promote the new library building location, which opened in the fall of 2015. The campaign and building attracted not just their loyal patrons but high numbers of new library users. On the programming side, Effingham Public Library's Adult Services Manager, Johnna Schultz says that Bailey's "drive to further meet our patrons' needs has led her to focus on providing adult programming that inspires discussion and connection."

The Deborah Dowley Preiser Marketing Award will be presented at the Illinois Library Association Annual Conference Awards Luncheon on Tuesday, October 18, 2016 at 12:00 noon at the Stephens Convention Center in Rosemont, Illinois.

For further information, contact the Illinois Library Association.

For Immediate Release