



California Library Association PR Excellence Award & Urban Libraries Council – Top Innovator Award

San Francisco Library Commission
November 21, 2024



CLA PRExcellence Award

“The Best Things in Life Are Free”

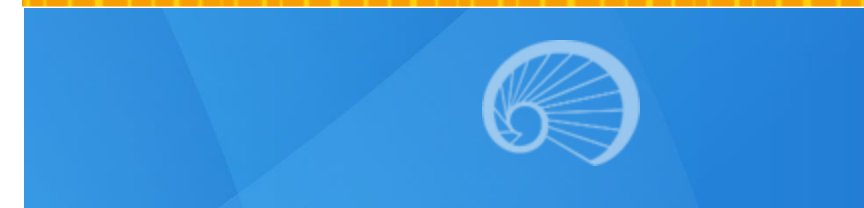
- Print category, \$30M budget
- Conceptualized and designed by SFPL’s Graphics Manager Betty Ho

Juror comments:

Very clever! High marks for originality and creativity because I hadn’t seen this type of poster before. Nice play on current trends.

Exceptional concept in print design. I love the lightness and humor combined with tons of info on library offerings.

Creative and innovative design with high production value. Eye-catching and humorous way to promote library services.



Las **MEJORES** COSAS EN LA VIDA
SON **¡GRATUITAS!**
EN SU BIBLIOTECA PÚBLICA

生命中
最美好的事
都是 **免費的!**
盡在公共圖書館

MISTERIOS CON ROMANCE ???	HISTORIA REAL 🔥	DULCES <i>Horas de cuentos</i>
Pases PARA PARQUES	Romances PICANTES 💋	CIENCIA FICCIÓN 📖
MÚSICA DEL MOMENTO	CONEXIÓN A Wi-Fi	IMPRESIÓN Hasta \$2 GRATIS

免費 驚險懸疑 ???	免費 迷霧歷史 🔥	免費 * 甜蜜 * 故事時間
清新公園通行證 免費	免費 辛辣言情 💋	免費 成熟小說 📖
熱門 黑膠唱片和DVD光碟 免費	免費 活躍的 Wi-Fi 無線網路	最實惠價格 * 打印 * 大多免費 最多2美元!

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CLA PRExcellence Award “Bay Beats”

- Event/Campaign category, \$30M budget
- Awarded to the Bay Beats Task Force for their outreach marketing strategy

Juror comments:

As someone familiar with local music streaming library projects, I can attest to what a successful campaign this appears to be! I love the logo they developed – it has a retro style that evokes memories of seeing bands growing up on the SF Peninsula. The print materials are spectacular, too. The use of partners for outreach and the level of media attention is astounding. Great work!

This is such an innovative program. The reference to the cargo ships and music volume levels is creative and unique.

Amazing project. Very locally-based and the design materials reflect that. Impressive outreach to local artists.



Submit a recording for Bay Beats,
a new, free streaming music platform featuring
the exciting, diverse sounds of Bay Area musicians.
Reach thousands of new listeners.
Selected artists receive \$250.

Submissions accepted

May 1 – July 31, 2023



Find out more:
baybeats.sfppl.org

From people who love music for people who love music



ULC 2024 Top Innovator, Advocacy and Awareness

Showcases out-of-the-box thinking and successful library programs that revolutionize the field. The Bay Beats team will be

Key Elements of Innovation

Relationship-building led to the success of the Bay Beats launch. The BBTF knew that a call for submissions would be clinched by making authentic connections in the local music community to help get the word out. Thus, the marketing strategy relied on old-fashioned one-on-one outreach, executed by the BBTF, many of them musicians themselves and from all library classification levels.



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ULC 2024 Top Innovator Award Advocacy and Awareness



ULC Top Innovator Award Advocacy and Awareness

Brian Weaver
Librarian + Bay Beats Task Force Chair

