

Library Journal honors Charlotte Mecklenburg Library with first annual national Marketer of the Year award

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Charlotte, NC – September 29, 2016—Charlotte Mecklenburg Library’s marketing and communications team—made up of Cordelia Anderson, Sarah Goldstein, Angela Haigler and Katy Rust —has been awarded the first “Marketer of the Year” award by Library Journal, the most trusted and respected publication for the library community. The honor was received for work done in promoting a better understanding of public library services as essential to the Charlotte-area community and sharing information about these efforts with peer libraries. Sponsored by Library Ideas, the award recognizes

the importance of innovative approaches to library marketing, and its role in encouraging library engagement and creating quality collateral to help build a vibrant sense of libraries and their relevance in the community.

"With this new award we hope to celebrate the top marketing thinkers in libraries and to help build the capacity for this work in the field by sharing their insight," said Rebecca T. Miller, Editorial Director of Library Journal and School Library Journal. "The team at Charlotte Mecklenburg Library sets a high bar, with innovation at every level of their enterprise. I couldn't be more pleased with this exemplar as the winner of the first Marketer of the Year award."

In recent years, Charlotte Mecklenburg Library has understood the ongoing need for public libraries as a great equalizer—a need that is keenly felt in the Charlotte area, particularly for education, economic opportunity and digital inclusion. Campaign highlights include a touching and successful video campaign, with several library users sharing personal stories of how the Library effects their lives. This campaign video can be viewed at cmlibrary.org/librarystory.

"My team shares a passion for telling the Library's story," says Marketing and Communications Director Cordelia Anderson. "This award recognizes not only our work, but the collaboration with Library staff, customers and community partners to make that story so much more compelling. We consider ourselves very fortunate to do what we do every day."

The Library's overall marketing efforts aim to celebrate the possibilities that individuals can realize in their daily lives through use of a free library card. This access encourages library engagement in both its physical and digital spaces. Marketing tactics have included custom videos, print collateral, PSAs in movie theaters, and inclusion in social media promotions. The Library has also been innovative in measuring results, with the use of tools that look at how communication efforts are driving library card use and growth in household market penetration.

Said Library CEO, Lee Keesler, "Charlotte Mecklenburg Library is honored to be the first recipient of the Marketer of the Year award. Cordelia and her team use all the tools in their marketing and communications toolkit to help create and then tell our stories of impact. Their work in customer re-activation has been exemplary."

See Library Journal's article about the award [here](#).

About the Charlotte Mecklenburg Library The Charlotte Mecklenburg Library is one of America's leading urban public libraries, serving a community of more than one million citizens in Mecklenburg County, North Carolina. Through 20 locations, targeted outreach and online, the Library delivers exceptional services and programs, with a mission to improve lives and build a stronger community. Info at cmlibrary.org.

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