

11 PUBLIC RELATIONS AND PUBLICITY AWARD - DUNDEE CITY COUNCIL LIBRARY AND INFORMATION SERVICE (AN453-2004)

The Library and Information Service Section of Dundee City Council's web site has been awarded "Highly Commended" status in the Multi-Media and Web Page category of the Public Relations and Publicity Awards for the Chartered Institute of Library and Information Professionals Scotland (CILIPS).

The award was presented at the 'Building on Experience' conference which took place on 11th November at the Prince of Wales Hotel in Grassmere.

The CILIPS annual awards for Publicity and Public Relations is sponsored by the Farries Library Service Limited and attracts many entries from across the whole of the UK.

To view the award winning web pages, members are invited to look at www.dundee.gov.uk/library/award.htm.

In presenting the award, the convener of CILIPS said: "You have done a tremendous amount of work to bring together library focused web pages on the City Council's web site. The project was carried out meticulously at all stages - market research; design and branding; content management; promotion and evaluation. This has resulted in a valuable resource for the people of Dundee. The comments quoted from both web site users and other staff from the Council are testimony to your success. You should be justifiably proud of receiving this award."