



Bismarck Veterans Memorial Public Library

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MEDIA ADVISORY

**FOR IMMEDIATE
RELEASE:**

Bismarck Veterans Memorial Public Library Receives National PR Award

WHAT:

Bismarck Veterans Memorial Public Library was honored at the American Library Association's (ALA) 2024 Core PR Xchange Ceremony on June 30, 2024 in conjunction with its annual conference in San Diego, CA. The library was recognized in the electronic external communications category for its "Borrower's Guide." Public Information Specialist Kevin Tengesdal designed the publication. Head of Circulation Services Matt Hovland and Assistant Director Elizabeth Jacobs compiled and arranged text to effectively assist all patrons.

Tengesdal, a seasoned graphic design professional with over three decades of experience, including five years with the library, shared, "I am honored to receive this recognition from the ALA. Collaborating closely with our dedicated team, including Elizabeth Jacobs and Matt Hovland, has been incredibly fulfilling. This award highlights the innovative commitment we bring to promoting our library's services to the community. It is a privilege to work in such a supportive and dynamic environment, where creativity and dedication are not just encouraged, but celebrated."

More than 334 entries in print and electronic formats were submitted from over 100 institutions, including public, academic, school, state, and special libraries. Entries were evaluated by a jury of judges, which included a group of talented marketing professionals, graphic designers, librarians, and visual artists. Submissions were assessed based on the quality of content, format, design, creativity, and originality. Judges consider criteria such as audience appeal, presentation of information in a clear and informative way, and attractiveness of appearance.

Borrower's Guide: View [Online](#) or view [PDF](#)

WHO:

Photo 1 (left to right): ALA Core PR Xchange Chair Mark Polger with Library Director Christine Kujawa
Photo 2 (left to right): Head of Circulation Services Matt Hovland; Assistant Library Director Elizabeth Jacobs; Public Information Specialist Kevin R. Tengesdal

**FOR ADDITIONAL
INFORMATION
CONTACT:**

CHRISTINE KUJAWA, LIBRARY DIRECTOR
Bismarck Veterans Memorial Public Library
515 N. 5th St., Bismarck, ND 58501 USA
Phone: (701) 355-1482 | CKujawa@bismarcklibrary.org

MEDIA KIT:

<https://www.bismarcklibrary.org/2221/For-the-Press>

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SENT BY:

Kevin R. Tengesdal, Public Information Specialist
Bismarck Veterans Memorial Public Library
Phone: 701-355-1450 | ktengesdal@bismarcklibrary.org