



**HOWARD COUNTY
LIBRARY SYSTEM**
Public Education for All

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Howard County Library System HCLS *HiJinx* Podcast Wins Gold MarCom Award

ELLCOTT CITY, MD-- *HiJinx*, Howard County Library System's (HCLS's) monthly podcast, is the winner of a 2017 MarCom Gold Award. The podcast, which previews its twelfth episode later this month, is an initiative of the Department of Communications, Events and Partnerships. Now in its second year, the audio program educates listeners about topics relative to upcoming HCLS events and curriculum in a conversational style that piques interest and sparks curiosity. Through their conversations with guests, podcast hosts explore various facets of an overarching theme each month.

"We are pleased to offer our customers a listening experience that enhances their interaction with HCLS," said Christie Lassen, Director of Communications, Events and Partnerships. "This recognition speaks to the quality of our guests and the podcast's educational, as well as entertainment value. We hope the award generates interest and encourages people to tune in."

HiJinx is written, co-hosted and produced by HCLS staff members Victoria Goodman, Publicity Specialist and Dennis Wood, Multimedia Production Specialist. Guests have included recording artist Judy Collins, author David Ebershoff, renowned chef Carla Hall, and travel writer Pauline Frommer. The upcoming November episode, entitled *Roots, Tales and Rails*, will discuss the significant role Patapsco Valley milltowns played in America's Industrial Revolution, the life of those who grew up there, and heritage tourism attractions in historic Ellicott City.

MarCom is one of the oldest, largest, and most prestigious creative competitions in the world. It is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), a 23-year-old international organization consisting of several thousand creative professionals, and is the industry's pre-eminent third-party evaluator of creative work.

The 2017 MarCom Awards competition received more than 6,000 entries from around the world, and recognizes the outstanding achievement by creative professionals involved in the concept, direction, design, and production of marketing and communication materials and programs. Entries are judged by industry professionals and winners are selected when the talent exceeds a high standard of excellence, making their work a benchmark for the industry.

The podcast is available at hclibrary.org/HiJinx

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