2018 JCD Applications
FEBRUARY 1, 2018    March 16, 2018
ELECTRONIC APPLICATIONS ONLY

Following is the information you are required to prepare for your online submission.

ELIGIBILITY
Strategic library communication campaigns may be submitted by any library, Friends group, consulting agency or service provider. The only exclusions are institutions represented by John Cotton Dana Award Committee members, John Cotton Dana Award Committee members from the previous year, organizational units of the American Library Association, and EBSCO Information Services and the H.W. Wilson Foundation.

A JCD application must be a public relations/strategic communication program that occurred entirely during 2017, the 2016-2017 academic year, or a multi-year project completed in 2017.

ENTRY DESCRIPTION
Each entry must include:
1. Online submission including following details from Application Form
2. A concise descriptive summary of the campaign (100 words maximum)
3. A narrative summarizing the campaign’s Needs Assessment and Planning, Implementation & Creativity, and Evaluation. This narrative must be no longer than three pages total (minimum 10pt font).

Entries no longer require a presentation portfolio. An electronic file (PDF, PowerPoint, Word document, etc.) containing your three-page narrative and any supporting materials that show evidence of your work are all that your entry requires. You may also upload supporting materials.

Supporting materials can include any of the following:
- Photos
- Clippings or media coverage
- Testimonials and patron comments
- Research
- Key messages
- Promotional pieces (such as mp3 files of radio ads, interviews, etc.)
- Screen shots of Web sites, electronic or social media promotion (such as YouTube videos).

Incomplete or late entries will be disqualified. Electronic submissions are required. Contact the JCD Committee Chair for questions or any additional information.
COPYRIGHT AND PUBLICATION PERMISSIONS
The John Cotton Dana Awards encourage creativity in library communications. However, if you plan to use trademarked or copyrighted material for any portion of your communication project, you must obtain permission before use, and include documentation with your entry. Entries including copyrighted material without legal written permission from the owner will be disqualified. By submitting an entry, all applicants agree to have their programs considered for publication and grant the American Library Association, EBSCO, and the H.W. Wilson full rights to publicize entries selected for publication, including reproduction of selected illustrations & video clips.

ANNOUNCING THE AWARDS
Awards for entries selected will be announced in Spring 2018. All entrants will be invited to attend a special John Cotton Dana Awards Reception sponsored by EBSCO, the H.W. Wilson, and LLAMA/ALA at the ALA Annual Conference, where award-winning campaigns will be honored.
Please prepare the information required on this form and submit electronically online on or before March 16, 2018. Submission site: Submissions can start on February 1, 2017.

**Library Category:**
All types of libraries are welcome to enter, and international entries are welcome. Entry narrative must be in English for review.
- College/University
- Public
- School
- Special
- State
- Friends Group
- Library Associations
- Library Consortia
Other ______________________________
Country ____________________________

**Materials Included:**
Send electronic versions of materials or appropriate websites used as part of the Strategic Communication Program you are entering for the John Cotton Dana Award. You do not need to produce additional media support exclusively for your entry.

**Essential:**
Project Narrative
Overall Presentation (.PDF, .DOC, .PPT, etc.)

**Optional:**
Video, Audio, photos, PDFs, etc.

Please type your answers; include separate pages as necessary.

1. Sent by: ________________________________
   (name of library, agency, or organization)
   Address: ________________________________
   City: ________________________________
   State: ___________ Zip or mail code: ________
   Country: ________________________________
   Phone: __________________ Fax: __________
   Library Director’s name: ________________________________

   Contact Person for Entry:
   Name: __________________________________
   Title: ________________________________
   Email: __________________________________
   Phone: ________________________________

2. Short, Descriptive Title of Entry Submitted:
   _______________________________________  
   _______________________________________  

3. Duration of public relations/strategic communication program entered. The program must have occurred entirely during 2017, the 2016-2017 academic year, or a multi-year project completed in 2017.
   Starting date: ____________________________
   Ending date: ____________________________

4. Budget (entries are evaluated in budget category):
   Total annual library budget (including payroll):
   ______________________________________
   Cost of strategic communications program being submitted:
   Cost to library: _______________________
   Value of in-kind contributions: ____________
   Total cost of communication program: _______

5. Project Participants:
   Library staffing levels and budgets vary widely. Give reviewers a general idea of how your entry was developed and implemented. How much of your project was done by library employees?
   In-House Contributions
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________

   External Support:
   Did you use the services of an outside professional(s) on this program (for example, an advertising or public relations firm, media production Company, graphic designer)?
   Yes ______ No ______
   If “yes,” list the services, vendors, and costs:
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
6. Copyright/Trademark:

Did you use copyrighted materials?  Yes  No

If “yes,” are written copyright use permission letters included
for any copyrighted or trademarked material? Yes  No

*NOTE: If any copyrighted material is used in your project,
you must include a written release from the copyright owner
or your entry will be eliminated.*

Questions?
Contact the JCD Committee Chair, Patrick Zinn:

pzinn@library.tamu.edu