



John Cotton Dana Library Public Relations Award



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