



2021 JCD Applications

March 23, 2021 – May 3, 2021

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 2020, the 2019-2020 academic year, or a multi-year project completed in 2020.

Incomplete or late entries will be disqualified.

ENTRY DESCRIPTION

Each entry must include:

1. Online submission including following details from the Application Form (page 2)
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).
4. Supporting materials can include any of the following:
 - Photos
 - Clippings or media coverage
 - Testimonials and patron comments
 - Research
 - Key messages
 - Promotional pieces (ex: mp3 files of radio ads, interviews, etc.)
 - Images of Web sites, social media promotion (such as YouTube videos)

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 late Spring 2021. All entrants will be invited to attend a Virtual John Cotton Dana Awards Reception hosted by EBSCO, the H.W. Wilson, and CORE/ALA during ALA Annual Virtual Conference, where award-winning campaigns will be honored.

Please use the following information to prepare for the electronic application. Submit on or before May 3, 2021. Submission site: [CLICK HERE](#)

Application Information – The following information will help you to prepare your information for the online application.

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

School

Public

State

Friends Group

Library Associations

Library Consortia

Special

Other _____

Short, Descriptive Title for Entry

Project Summary: Please have a detailed description of the project itself (100 words maximum)

Do you have web examples to include?

Duration of public relations/strategic communication program entered: The program must have occurred entirely during 2020, the 2019-2020 academic year, or a multi-year project completed in 2020.

Total Annual Library Budget

Cost of Strategic Communication Program to Library

Value of In-Kind Contributions

Total Cost of Communication Program – DO NOT ENTER ANYTHING HERE – IT IS A BUILT IN FORMULA

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?

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)?

Did you use copyrighted materials? If “yes,” Please include permission letters included for any copyrighted or trademarked material?

Contact Information:

Name of Library - (name of library, agency, or organization)

Street Address

Address Line 2

City, State, Postal Code

Country

Phone

Fax

Library Director's name: _____

Submitter Name

Submitter Title

Submitter Email

Submitter Phone

Questions?

Contact the JCD Committee Chair, Clare Roccaforte:

c-roccaforte@northwestern.edu

Or JCD Program Administrator, Kate Waldron:

kwaldron@ebSCO.com