

**Outstanding
in your field?**



2010 Entry Form and Information



Please print and complete this form and send it with your entry to arrive by the first Friday of December to:

The John Cotton Dana Library PR Awards Contest
American Library Association/LAMA
50 E. Huron Street
Chicago, IL 60611

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 materials 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: (two copies)

Binder/presentation book/portfolio/scrapbook (13" x 19" x 2" maximum)

Optional:

" Video " DVD " Audio MP3 " Audiocassette

Other (please specify type of content and format) _____

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Please type your answers; attach separate sheets as necessary.

1. Sent by: _____
(name of library, agency, organization)
Address: _____
City: _____
State: _____ Zip or Mail Code: _____
Country: _____
Phone: _____ Fax: _____
Library Director: _____
Director Signature (required): _____
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 2009, the 2008-2009 academic year, or a multi-year project completed in 2009.

Starting date: _____

Ending date: _____

4. Budget (Entries may be evaluated by budget category)
 - Total annual library budget (including payroll): _____
 - Cost of strategic communications program being submitted:
 - o Cost to library: _____
 - o Value of in-kind contributions: _____
 - o Total cost of communication program: _____

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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/Staff 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, commercial artist)?

Yes No

If "yes", list the services, vendors and costs:

6. **Copyright/Trademark:**

Did you use copyrighted material? 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 JCD Committee Chair Linda Holtslander Linda.Holtslander@loudoun.gov

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