

Outstanding in your field?



Win \$5,000 for your library **WANTED:**

Outstanding strategic communication for libraries

The JCD Award honors effective strategic communication: the art and craft of getting the right message to the right audience at the right time, and getting the right results.

Whether you're promoting a major event, launching a new project or trying a creative solution to a major problem, what matters is the quality of your strategic communication campaign, not the size of your budget. If your work also offers brilliant new ideas that revolutionize your library or its role in your community, so much the better!

If you're proud of your work and want feedback from top library communicators, enter it for review. Show your work from beginning to end in a clear, concise visual display and narrative. Details, tips, evaluation guidelines, downloadable entry forms, entry checklist and examples of previous winning entries are available online: www.hwwilson.com/jcdawards/nw_jcd.htm

Deadline: Entries must be received by the first Friday in December

Sponsored by the H. W. Wilson Company. The contest is open to all libraries, agencies and associations that promote library service. Libraries represented by members of the John Cotton Dana Award Committee, organizational units of the ALA, and H.W. Wilson Company are excluded.

