



2024 JCD Applications

March 5, 2024 – May 10, 2024

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, EBSCO Information Services, and the H.W. Wilson Foundation. International entries are welcome – applications and narrative must be in English for review.*

A JCD application must be a public relations/strategic communication program that occurred entirely during 2023, the 2022-2023 academic year, or a multi-year project completed in 2023.

Incomplete 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. What was your evaluation method? What did you set out to achieve during this campaign? List the technology you used; did you use any new to you mediums? Were you innovative, please explain. This narrative must be no longer than three pages total.
4. Supporting materials can include any of the following:
 - Photos
 - Clippings or media coverage
 - Testimonials and patron comments
 - Research
 - Key messages

- Promotional pieces (ex: mp4/mp3 files of radio ads, interviews, etc.)
- Images of Web sites, social media promotion (such as YouTube/Vimeo)

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 2024. All entrants will be invited to attend the John Cotton Dana Awards Reception hosted by EBSCO, the H.W. Wilson, and Core/ALA during ALA Annual Conference 2024, where award-winning campaigns will be honored.

Please use the following information to prepare for the electronic application. Submit on or before May 10, 2024. [SUBMIT YOUR APPLICATION](#)

Application Information – The following information will help you to prepare your information for the online application. To submit your application, please create an account where you will be able to submit and upload all information.

Library Category:

All types of libraries are welcome to enter, and international entries are also encouraged. The application text must be in English for review.

College/University

Friends Group

Library Associations

Library Consortia

Library Foundations

Native/Tribal

Public

Rural

School

State

Other _____

What is your annual operating budget?

Under \$1Million

\$1M - \$5M

\$5M - \$10M

\$10M - \$15M

Greater than \$15M

Title of your Presentation: Please enter a short, descriptive title for entry

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

Do you have web examples to include? Yes or No

If yes, please share links to web examples:

Length of public relations/strategic communication program entered: The program must have occurred entirely during 2023, the 2022-2023 academic year, or a multi-year project completed in 2023.

Begin Date:

End Date:

How did budget impact results?

Include your budget for this specific project. Also include any in-kind contributions such as goods or

services.

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)?

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

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/Province, Postal Code

Country

Phone

Fax

Library Director’s name

Submitter Name

Submitter Title

Submitter Email

Submitter Phone

Questions?

Contact JCD Program Administrator, Kate Waldron:

kwaldron@ebSCO.com