



John Cotton Dana Library Public Relations Award

2012 JCD Entry Instructions

Entries due by March 15, 2012

Please complete this form and send it with your entry to arrive by March 15, 2012.

Email your entry to: johncottondanaaward@ala.org

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 (preferably .DOC or .PDF)
Overall Presentation (.PDF, .DOC, .PPT, etc.)

Optional:

Video, Audio, photos, PDFs, etc.

Please type your answers; include separate pages as necessary.

1. Sent by: MnDOT Library
(name of library, agency, or organization)

Address: 395 John Ireland Blvd., MS-155

City: Saint Paul

State: MN Zip or mail code: 55155

Country: USA

Phone: 651-366-3791 Fax: 651-366-3789

Library Director's name: Sheila Hatchell

Contact Person for Entry:

Name: Sheila Hatchell

Title: Library Director

Email: sheila.hatchell@state.mn.us

Phone: 651-366-3733

2. Short, Descriptive Title of Entry Submitted:

"moving knowledge": Delivering a New Brand for the 21st Century!

3. Duration of public relations/strategic communication program entered. The program must have occurred entirely during 2011, the 2010-2011 academic year, or a multi-year project completed in 2011.

Starting date: January 2008

Ending date: June 2011



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4. Budget (entries are evaluated in budget category):

Total annual library budget (including payroll): \$505,000

Cost of strategic communications program being submitted:

Cost to library: \$124,370

Value of in-kind contributions: \$0

Total cost of communication program: \$124,370

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

2,101 hours including website creation, editing and approval of marketing and communication products, space redesign and approvals, library and vendor visits, video editing

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:

Project Management - Law Library Consultants, \$25,375

Marketing and Communication plan - Modern Design Group, \$29,620

Interior Design - Diane Foote Design Associates - \$5000; Furniture, paint, etc. - Various vendors - \$64,375

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 Kim Terry: kterry@metrolibrary.org or (405) 606-3750.