

**The John Cotton Dana Award Expands to Offer More Grants for  
Outstanding Library Public Relations**

*~Eight \$10,000 Grants to be Awarded as Part of the  
Most Prestigious Award of the American Library Association~*

**IPSWICH, Mass. — November 15, 2011** — Libraries using innovative ways to conduct public relations efforts have more opportunities to benefit. [The John Cotton Dana Award](#) (JCD) is being expanded to include eight \$10,000 grants.

The award is provided in conjunction with the H.W. Wilson Foundation, the American Library Association (ALA) and EBSCO Publishing. The award, which is managed by the Library Leadership and Management Association (LLAMA) division of ALA, honors outstanding library public relations.

The award is named after [John Cotton Dana](#), the father of the modern library, credited with helping transition libraries from reading rooms to community centers. JCD submissions include strategic library communication campaigns from all sizes and types of libraries. Submissions include rebranding efforts, promoting unique archives, awareness campaigns and community partnerships. Entries may be submitted by any library, Friends group, consulting agency or service provider, excluding libraries represented by the JCD Committee members.

JCD entries are organized around the following areas: needs assessment, planning, implementation and evaluation. Libraries submit samples of their processes, research, media releases, media coverage or other results received plus evaluation of the results and other documentation and supporting materials that show the scope and effectiveness of the library's strategic communication effort.

In recognition of their achievement, JCD award winners receive a cash development grant from the H.W. Wilson Foundation. The John Cotton Dana Awards are presented during an Awards Tea hosted by EBSCO Publishing held during the American Library Association annual conference.

Entry documents are available at: <http://www.ebscohost.com/academic/john-cotton-dana> and entries must be received by March 15, 2012.

### **About the John Cotton Dana Award**

The John Cotton Dana Award was inaugurated at the 1946 annual conference of the American Library Association. It was named after [John Cotton Dana](#) (1856-1929), a librarian called the father of the modern library.

### **About The H.W. Wilson Foundation**

The H.W. Wilson Foundation was established in 1952 by Halsey W. Wilson, founder of The H.W. Wilson Company. Over the years the foundation has provided grants to libraries and library related causes. Since 1957 the foundation has supported scholarship grants to all library schools accredited by the American Library Association in the United States and Canada. Visit the foundation at [thwwf.org](http://thwwf.org).

### **About EBSCO Publishing**

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