

Library Public Relations



John Cotton Dana

AWARD

2014 Entry Checklist and Helpful Tips

Entries due on or before February 14, 2014

Use this handy checklist when preparing your entry.

	Be sure to create a log in and submit your entry by February 14, 2014 Submission Site: https://johncottondana.nonprofitcms.org/awards
	Make sure you prepare the following for your electronic submission: <ul style="list-style-type: none">• Details required on Application Form• Concise project summary (100 words that describe the project)• Three page project description, one page for each phase (minimum 10 pt font)
	Make any supporting materials electronic for your online submission
	Include copyright permission letter for any trademarked or copyright material you used.
	Submit your entry online at: https://johncottondana.nonprofitcms.org/awards
	New Submission Site will be ready to receive submissions after December 15, 2013.

EVALUATION CRITERIA

The John Cotton Dana Award Committee members will evaluate the scope, relevance and effectiveness of your strategic communication campaign based on the following criteria examples:

Needs Assessment and Planning (35%)

How did you determine the need for your strategic communication program in the first place? Include a brief description of the community served.

- Community profile/demographics/social, cultural, economic or learning focus
- What need did your assessment identify? Why is it needed? What's the benefit?
- What result will your communication be designed to achieve?
- Will your communication bring you closer to the result? Will the result meet the need?
- Any other research-formal or informal-that illustrates or documents the need.

Specify all your target audience(s), including community partners

List your communication goals

Set clear, relevant, meaningful, measurable objectives

Determine communication strategies and appropriate tools

Show your project budget's organized focus, and research that provides the foundation for an effective strategic communication program.

Judges look for careful focus, research, planning and organization of your communication campaign, with a focus on results: Will your plan lead to reaching your measurable objectives? They also look for how your planning process involved other parts of the library and other segments of the organization or community.

Implementation and Creativity (35%)

The implementation of your plan, as well as originality and creativity of the public relations program are vital.

- How did you implement your plan?
- What tools, techniques, activities, materials and resources did you use to reach your goals?
- What print, digital and Web media did you use, if any?
- How did outside organizations and individuals participate?
- What graphics did you use?
- Did everything include your library's identity/brand?

Judges review your implementation and relate it to your plan. How well did you carry out your plans? Did you create unified and consistent graphics and effective, appropriate media? Too often, enthusiasm for one element of a project leads away from the purpose of the plan. No matter how great the graphic design, it still needs your logo.

Did you do a great job communicating about a traditional library program? Did your communication program break new ground-something the judges haven't seen before? Imagination, out-of-the-box thinking, and working wonders with a one-person staff and no money all count here.

Evaluation (30%)

The evaluation phase is the most overlooked element in any public relations program, and depends on setting measurable objectives in the planning stage. Did you measure results? Increased participation? Reaching a set goal? What did you change along the way, and why? The judges consider evaluation very carefully. They look for a purposeful review of the program in the light of the following questions:

- Did the program meet its goals and measurable objectives? (List measurements that support the achievement of the program, or show areas for future improvement.)
- What were the successful elements of the plan and the results?
- What change, if any, took place in the target audience?
- What, if any, difficulties were encountered and how were they handled?
- Did the program point out any changes that could be made to improve the library's public relations?
- What did you learn from this project that you will use in your NEXT strategic communication effort?

CAUTION: FOLLOW INSTRUCTIONS CAREFULLY!

Entries that do not follow the guidelines may be disqualified. Decisions of the judges are final.

DEADLINE

Entries must be received no later than February 14, 2014.

Online submissions only at: <https://johncottondana.nonprofitcms.org/awards>.

For information or questions regarding your entry, please contact:

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