

For Immediate Release  
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From: Pamela Goodes  
Linda Wallace  
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504-552-5008

**John Cotton Dana Library Public Relations Awards presented**

The 1993 Library Administration and Management Association (LAMA) John Cotton Dana Public Relations Awards were presented by Leo Weins, president of The H.W. Wilson Company on Monday, June 28, at a reception held during the American Library Association (ALA) Annual Conference in New Orleans.

The awards, donated by The H.W. Wilson Company, are given to libraries or library organizations of all types for public relations programs or special projects conducted during the preceding year. The award has been jointly sponsored by The H.W. Wilson Company and ALA since 1946.

John Cotton Dana Awards for **a library's annual coordinated public relations program** were presented to:

**Indiana Library Federation**, Indianapolis, for a statewide multi-media campaign to increase public awareness of the vital role libraries play in Hoosier communities.

**Nappanee (Ind.) Public Library** for a year-long multi-faceted public relations program establishing the library as a vital community resource through programs and events highlighting the community heritage. Of special significance was the increased support from local businesses, community organizations and volunteers.

John Cotton Dana Library Public Relations Awards presented -- add one

The **Special Awards for a special promotion project** were given to:

PUBLIC LIBRARY CATEGORY:

**Birmingham (Ala.) Public Library** for "World War II: a Commemoration," a series of successful programs that highlighted unique aspects of the war and involved partnerships between the library staff and diverse groups in the Birmingham community.

**Brooklyn (N.Y.) Public Library** for an intensive, comprehensive campaign to convince city officials to provide the library its "fair share" of the city budget in order to resume five day a week library service.

**Columbus (Ohio) Metropolitan Library** for its "Thanks, Central Ohio" campaign which increased public awareness and media coverage through development of eye-catching print and nonprint materials.

**County of Los Angeles Public Library** for its bilingual project, "Begin at the Beginning with Books," which started at community prenatal clinics and introduced new mothers and their children to the importance of books and libraries in their lives.

**San Juan Capistrano Regional Library of the Orange County Public Library System**, Santa Ana, Calif., for a series of free family programs in the performing and visual arts fostering understanding and appreciation of the cultural diversity of the community.

**Orange (Calif.) Public Library** for its colorful multicultural festival "Books in the Hood Readers' Faire" which attracted children and young adult reluctant readers and nonreaders to the library.

**Patchogue (N.Y.)-Medford Library** for an effective print and video campaign, "Comcat is Coming," to introduce the community to a new computerized catalog.

**John Cotton Dana Library Public Relations Awards presented -- add two**

**Worthington (Ohio) Public Library** for a multifaceted campaign leading to passage of a \$1.9 million levy, formation of an active Friends group, development of a joint governance venture with a neighboring library and an enhanced presence in the community.

SCHOOL LIBRARY CATEGORY:

**School District of Lancaster (Penn.)** for its political and instructional effectiveness aligning the goals of the library media centers to the school district's strategic plan resulting in the decision of administrators and school board members to maintain current library staffing levels and to increase budgets.

COLLEGE AND UNIVERSITY CATEGORY:

**Indiana University Libraries**, Bloomington, for its "Preservation Awareness Week" which featured sophisticated graphics and creative programming to educate a wide audience about preservation issues and to improve the care and handling of its collections.

STATE LIBRARY CATEGORY:

**Kentucky Department for Libraries & Archives**, Frankfort, for the successful "Rediscover Kentucky" project developed to assist youth services staff in producing and promoting a summer reading program for children based on the state's bicentennial.

LIBRARY ASSOCIATION CATEGORY:

**Palm Beach County Library Association**, West Palm Beach, Fla., for its successful effort featuring outstanding graphic design to raise community awareness of libraries, reading and literacy through a "Bookfest" program.

**John Cotton Dana Library Public Relations Awards presented -- add three**

LIBRARY CONSORTIA CATEGORY:

**Allen Parish Libraries**, Oberlin, La., for its successful levy promotion, "It's Your Library," which focused attention on citizen responsibility for the survival of their library using a comprehensive campaign of community involvement with extensive visual publicity.

**NOLA Regional Library System**, Warren, Ohio, for its efforts to increase children's literacy skills through a summer pen pal program which used neon-colored materials featuring the finely feathered logo mascot, P.S. Pete.

LAMA is a division of the American Library Association.