



AMERICAN LIBRARY ASSOCIATION

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From: Peggy Barber, Director
Public Information Office

93rd Annual Conference, American Library Association
New York City - July 7 - 13, 1974
Press Room - Hilton Hotel
Telephone; 765-9302 and 03

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The 29th Annual John Cotton Dana Library Public Relations Awards Contest brought in a record number of entries. Scrapbooks and nonprint materials from various types of libraries all over the world were entered in the contest, which is under the joint sponsorship of The H. W. Wilson Company and the Public Relations Section (Richard L. Waters, chairman) of the Library Administration Division of ALA.

Awards will be presented July 8 in New York during the Annual Conference of the American Library Association for the five entries which contain the best publicity. Seventeen special awards and three honorable mentions will also be given. The selected scrapbooks will be displayed July 7 - 11, during the conference in booth 1522 New York Hilton Hotel. After the conference, they will be available through interlibrary loan from the Headquarters Library, ALA, 50 East Huron Street, Chicago, IL 60611.

The 1973 John Cotton Dana Library Public Relations Awards Contest winners were selected March 6, March 7 and March 8 by the following judges: Irene E. Moran, chairman to the John Cotton Dana Library Public Relations Awards Committee of the Public Relations Section of ALA's Library Administration Division and public relations director, Brooklyn (New York) Public Library; Esme J. Dick, director of special services, Eccentric Circle Cinema Workshop, Old Greenwich, Connecticut; Carole G. Ellis, public communications librarian, Oklahoma Department of Libraries, Oklahoma City, Oklahoma; Richard A. Evans, library director, United States Naval Academy, Annapolis, Maryland; Helen Deloise Lockhart, community relations librarian, Memphis (Tennessee) Public Library; Stefan B.

Moses, executive director, California Library Association, Sacramento, California;
Virginia M. Shea, public relations director, Queens Borough Public Library, Jamaica,
New York; Samuel L. Simon, director of Finkelstein Memorial Library, Spring Valley,
New York substituted for Virginia M. Shea; Ronald P. Steensland, director of
libraries, Hidalgo County Library System, McAllen, Texas.

AMONG PUBLIC LIBRARIES

ORLANDO, FLORIDA, PUBLIC LIBRARY: Award for an on-going and varied public relations
program which enhances public awareness of the library.

SAN MATEO COUNTY LIBRARY, BELMONT, CALIFORNIA: Special Award for consistent excellence
of graphic design, well suited to the population served and conceived and
executed on a low budget.

GLENDALE, CALIFORNIA, PUBLIC LIBRARY: Special award for using the occasion of a new
building dedication to forcefully focus community attention on a variety of library
programs and services.

POMONA, CALIFORNIA, PUBLIC LIBRARY: Special Award for a consistently good array of
programs and related booklists which reflect an awareness of community needs.

CORTEZ, COLORADO, PUBLIC LIBRARY: Special Award for a total public relations
program for a small rural library.

DENVER, COLORADO, PUBLIC LIBRARY: Special Award for an aggressive on-target reach out
program to community groups utilizing superior graphic publications.

INDIANAPOLIS-MARION COUNTY PUBLIC LIBRARY, INDIANA: Special Award for creating
informational material and using community media to promote a library centennial.

NORTHWESTERN REGIONAL LIBRARY, ELKIN, NORTH CAROLINA: Special Award for original, lively
radio spot announcements designed to stimulate library use in a rural mountain area.

TULSA CITY-COUNTY LIBRARY, OKLAHOMA: Special Award for demonstrating that a public
library can be the focal point for Cable Television in an urban community.

HOUSTON, TEXAS, PUBLIC LIBRARY: Special Award for a television spot which successfully
capitalizes on a timely political event to promote the public library as a non-
partisan source of information.

VANCOUVER ISLAND REGIONAL LIBRARY, NANIMO, BRITISH COLUMBIA, CANADA: Special Award for
an ambitious and innovative approach designed to extend library services to potential
users in a sparsely populated area.

METROPOLITAN TORONTO CENTRAL LIBRARY, TORONTO, ONTARIO, CANADA: Special Award for an outstanding series of filmed commercials designed to heighten public awareness of the library.

AMONG STATE LIBRARIES

CONNECTICUT STATE LIBRARY: Award for an effective program for educating the public on the subject of drug abuse.

AMONG COLLEGE AND UNIVERSITY LIBRARIES

UNIVERSITY OF COLORADO LIBRARIES, BOULDER, COLORADO: Award for an energetic and highly personalized program of library service encompassing practical ideas and involving the total campus community.

UNIVERSITY OF TEXAS AT AUSTIN, GRADUATE SCHOOL OF LIBRARY SCIENCE: Special Award for its unique and well-conceived public relations program which successfully portrayed, through use of exhibits, general programming and press releases, a positive image of the library to the campus community.

AMONG SCHOOL LIBRARIES

OAK PARK AND RIVER FOREST HIGH SCHOOL LIBRARY, ILLINOIS: Award for an original student-produced public relations program emphasizing the "People Relating to People" approach of the school media center.

WHETSTONE HIGH SCHOOL LIBRARY, COLUMBUS, OHIO: Special Award for a public relations program which achieved the goal of maximum student and faculty involvement.

ELIZABETH REDD PRIMARY SCHOOL LIBRARY, RICHMOND, VIRGINIA: Special Award for an innovative school library designed for kindergarten/first grade students to assist in solving a community problem.

FLOYD E. KELLAM HIGH SCHOOL LIBRARY, VIRGINIA BEACH, VIRGINIA: Special Award for a student-oriented public relations program resulting the media center becoming an integral part of the educational process.

AMONG SERVICE LIBRARIES

CLARK AIR FORCE BASE LIBRARY, PHILIPPINES: Award for an outstanding and effective public relations program using a variety of media and special events to achieve total community involvement.

SCOTT AIR FORCE BASE LIBRARY, ILLINOIS: Honorable Mention for special story hours and other effective programs involving children.

NEWS

FORT MONMOUTH POST LIBRARY, NEW JERSEY: Honorable Mention for reaching the total military community with well planned service and activity programs and effective displays and exhibits.

MINOT AIR FORCE BASE LIBRARY, NORTH DAKOTA: Honorable Mention for a comprehensive public relations program which achieved its goal of maximum community involvement.

LACKLAND AIR FORCE BASE LIBRARY, TEXAS: Special Award for excellence in supporting the requirements of various training schools located on the base while simultaneously serving the general needs of its community.

RANDOLPH AIR FORCE BASE LIBRARY, TEXAS: Special Award for outstanding activities highlighting some of the dangers of drug and alcohol abuse.

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Ed. Note: This release is being issued simultaneously with H. W. Wilson Company.

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