

27/14/2

Library Administration and Management Association
Public Relations Section
John Cotton Dana Public Relations Award Committee File, 1952-94

Box 1:

Agendas, Minutes, and Rosters, 1984-87
Brochures, 1952-75
Correspondence, 1982-87
Great Library Promotion Ideas, 1984-85, 1988-89, 1990
Market Overview of Contest, 1987
Photographs, 1982-87
Publications, General, 1982-87
W.W. Wilson Press Releases, 1969-74

John Cotton Dana (JCD) Award History

Background Articles on Winners, Entrants, Rosters, and Statistics, 1912, 1946-48, 1955,
1959, 1968-86
Background Information, 1986
Contest Rules and Entry Form, 1972
Correspondence, Background Articles and Photographs, 1986-87
Preliminary Survey and Research Notes, 1986-87, 1991-92
Tables, Background Articles and Survey Results
Survey Results, 1986
Surveys and Articles by Eldredge (2 folders), 1986

John Cotton Dana

Award correspondence and photographs, (9 of 14 folders), 1981-94

Box 2:

Award correspondence and photographs, (5 of 14 folders), 1981-94
Chairperson Notebook and Photographs
(1 folder), 1985-86
(2 folders), 1986-87
(3 folders), 1987-89
(3 folders), 1989-90
Invitation, 1987
PR Idea Book, 1984
Publisher's Press Release, 1986
Revised Forms, 1983

Audiovisual Recordings

Award Winners Video, 1987-1989 (106 minutes)
"A Century to Celebrate," Centennial PSA, Lincoln Library, Springfield, Illinois,
1987, (0:47-1:50)
"Shhh!" Centennial PSAs, Enoch Pratt Free Library, Baltimore, Maryland, 1987,
(1:51-2:33)
"Take a Look at a Book," Young Adult Reading Promotion excerpts,
Richmond/Henrico/Chesterfield Consortia, Richmond, Virginia, 1987,
(2:34-6:05)
"Libraries are Worth Fighting For," PSA with Ray Boom-Boom Mancini, Public
Library of Youngstown and Mahoning County, Youngstown, Ohio, 1987,
(6:06-6:47)

- “Say Yes,” Mill Levy Campaign, Pikes Peak Library District, Colorado Springs, Colorado, 1987, (6:48-7:26)
- “Learn to Read,” Literacy Campaign Promotional Film and PSA, Greenville County Library, Greenville, South Carolina, 1988, (7:35-10:59)
- “Mind Flight,” PSA, Montana’s Libraries, Kalispell, Montana, 1988, (11:00-11:37)
- “Introducing LEON,” On-line Catalogue Promotional Video excerpts, McGoogan Library of Medicine, University of Nebraska, Omaha, Nebraska, 1988, (11:38-13:16)
- “Big Foot,” Library Card Campaign, Promotional Video excerpts, Farmers Branch Manske Library, Farmers Branch, Texas, 1988, (13:17-16:35)
- “Write a Celebrity,” National Library Week, Student Project Evening News Coverage, Kenmore West High School, Buffalo, New York, 1988, (16:36-17:55)
- “Look Me Up in the Library,” Young Adult PSAs, Tucson Public Library, Tucson, Arizona, 1989, (18:02-19:38)
- “It’s Not a Quiet Career,” School Librarian Image Campaign PSAs, Pennsylvania School Librarian’s Association, 1989, (19:39-21:42)
- “Handle with Care,” Book Preservation, Bobst Library, New York University, New York City, New York, 1989, (21:43-25:13)
- “Know How, No Charge,” PSAs, Massachusetts Library Association, Springfield, Massachusetts, 1989, (25:14-26:33)
- Award Winners Video, 1987-1990 (39 minutes)
- “A Century to Celebrate,” Centennial PSA, Lincoln Library, Springfield, Illinois, 1987, (0:47-1:50)
- “Shhh!” Centennial PSAs, Enoch Pratt Free Library, Baltimore, Maryland, 1987, (1:51-2:33)
- “Take a Look at a Book,” Young Adult Reading Promotion excerpts, Richmond/Henrico/Chesterfield Consortia, Richmond, Virginia, 1987, (2:34-6:05)
- “Libraries are Worth Fighting For,” PSA with Ray Boom-Boom Mancini, Public Library of Youngstown and Mahoning County, Youngstown, Ohio, 1987, (6:06-6:47)
- “Say Yes,” Mill Levy Campaign, Pikes Peak Library District, Colorado Springs, Colorado, 1987, (6:48-7:26)
- “Learn to Read,” Literacy Campaign Promotional Film and PSA, Greenville County Library, Greenville, South Carolina, 1988, (7:35-10:59)
- “Mind Flight,” PSA, Montana’s Libraries, Kalispell, Montana, 1988, (11:00-11:37)
- “Introducing LEON,” On-line Catalogue Promotional Video excerpts, McGoogan Library of Medicine, University of Nebraska, Omaha, Nebraska, 1988, (11:38-13:16)
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- “It’s Not a Quiet Career,” School Librarian Image Campaign PSAs, Pennsylvania School Librarian’s Association, 1989, (19:39-21:42)

- “Handle with Care,” Book Preservation, Bobst Library, New York University, New York City, New York, 1989, (21:43-25:13)
- “Know How, No Charge,” PSAs, Massachusetts Library Association, Springfield, Massachusetts, 1989, (25:14-26:33)
- “High Tech – High Touch,” Riverside-Brookfield High School, Riverside Illinois, 1990, (26:37-27:11)
- “Intergalactic Reading Adventure,” Overstreet Memorial Library, Misawa, 1990, (27:13-28:24)
- “100th Anniversary Celebration,” Denver Public Library, Denver, Colorado, 1990, (28:28-31:50)
- “Super Summer Safari,” Wisconsin Division for Library Services, 1990, (31:53-33:00)
- “Building a Brighter Tomorrow,” Bartlesville Public Library, Bartlesville, Oklahoma, 1990, (33:03-34:42)
- Cargill Information Center, Cargill Corporation, 1990, (34:43-37:14)
- “The Death of a Dinosaur,” Waubensee Community College Library, Sugar Grove, Illinois, 1990, (37:15-38:23)
- Award Winners Video, 1987-1990 (115 minutes)
- “A Century to Celebrate,” Centennial PSA, Lincoln Library, Springfield, Illinois, 1987, (0:47-1:50)
- “Shhh!” Centennial PSAs, Enoch Pratt Free Library, Baltimore, Maryland, 1987, (1:51-2:33)
- “Take a Look at a Book,” Young Adult Reading Promotion excerpts, Richmond/Henrico/Chesterfield Consortia, Richmond, Virginia, 1987, (2:34-6:05)
- “Libraries are Worth Fighting For,” PSA with Ray Boom-Boom Mancini, Public Library of Youngstown and Mahoning County, Youngstown, Ohio, 1987, (6:06-6:47)
- “Say Yes,” Mill Levy Campaign, Pikes Peak Library District, Colorado Springs, Colorado, 1987, (6:48-7:26)
- “Learn to Read,” Literacy Campaign Promotional Film and PSA, Greenville County Library, Greenville, South Carolina, 1988, (7:35-10:59)
- “Mind Flight,” PSA, Montana’s Libraries, Kalispell, Montana, 1988, (11:00-11:37)
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- “Know How, No Charge,” PSAs, Massachusetts Library Association, Springfield, Massachusetts, 1989, (25:14-26:33)
- “High Tech – High Touch,” Riverside-Brookfield High School, Riverside,

- Illinois, 1990, (26:37-27:11)
- “Intergalactic Reading Adventure,” Overstreet Memorial Library, Misawa, 1990, (27:13-28:24)
- “100th Anniversary Celebration,” Denver Public Library, Denver, Colorado, 1990, (28:28-31:50)
- “Super Summer Safari,” Wisconsin Division for Library Services, 1990, (31:53-33:00)
- “Building a Brighter Tomorrow,” Bartlesville Public Library, Bartlesville, Oklahoma, 1990, (33:03-34:42)
- Cargill Information Center, Cargill Corporation, 1990, (34:43-37:14)
- “The Death of a Dinosaur,” Waubensee Community College Library, Sugar Grove, Illinois, 1990, (37:15-38:23)
- Continuous Composite Tape of Publicity Releases Video, 1988 (120 minutes)
- “Learn to Read,” Literacy Campaign Promotional Film and Public Service Announcement (PSA), Greenville County Library, Greenville, South Carolina (0:03-3:50)
- “Mind Flight,” PSA, Montana’s Libraries, Kalispell, Montana (3:51-4:20)
- Louisville Free Public Library aid campaign (4:21-4:50)
- “Write a Celebrity,” National Library Week, Student Project Evening News Coverage, Kenmore West High School, Buffalo, New York (4:51-6:36)
- “Introducing LEON,” On-line Catalogue Promotional Video, McGoogan Library of Medicine, University of Nebraska, Omaha, Nebraska (6:37-8:59)
- “Big Foot,” Library Card Campaign, Promotional Video, Farmers Branch Manske Library, Farmers Branch, Texas, (9:00-13:15)
- Award Winners Video, 1988-1991 (43 minutes)
- “Learn to Read,” Literacy Campaign Promotional Film and PSA, Greenville County Library, Greenville, South Carolina, 1988
- “Mind Flight,” PSA, Montana’s Libraries, Kalispell, Montana, 1988
- “Introducing LEON,” On-line Catalogue Promotional Video excerpts, McGoogan Library of Medicine, University of Nebraska, Omaha, Nebraska, 1988
- “Big Foot,” Library Card Campaign, Promotional Video excerpts, Farmers Branch Manske Library, Farmers Branch, Texas, 1988
- “Write a Celebrity,” National Library Week, Student Project Evening News Coverage, Kenmore West High School, Buffalo, New York, 1988
- “Look Me Up in the Library,” Young Adult PSAs, Tucson Public Library, Tucson, Arizona, 1989
- “It’s Not a Quiet Career,” School Librarian Image Campaign PSAs, Pennsylvania School Librarian’s Association, 1989
- “Handle with Care,” Book Preservation, Bobst Library, New York University, New York City, New York, 1989
- “Know How, No Charge,” PSAs, Massachusetts Library Association, Springfield, Massachusetts, 1989
- “High Tech – High Touch,” Riverside-Brookfield High School, Riverside, Illinois, 1990
- “Intergalactic Reading Adventure,” Overstreet Memorial Library, Misawa, 1990
- “100th Anniversary Celebration,” Denver Public Library, Denver, Colorado, 1990
- “Super Summer Safari,” Wisconsin Division for Library Services, 1990
- “Building a Brighter Tomorrow,” Bartlesville Public Library, Bartlesville, Oklahoma, 1990
- Cargill Information Center, Cargill Corporation, 1990
- “The Death of a Dinosaur,” Waubensee Community College Library, Sugar

- Grove, Illinois, 1990
- “White House Conference on Library and Information Services,” Illinois State Library, Springfield, Illinois, 1991
- “Resources Today for the Research of Tomorrow,” Animal Welfare Information Center, National Agriculture Library USDA, Beltsville, Maryland, 1991
- “Night of A Thousand Stars,” Metropolitan School District, Washington Township, Indianapolis, Indiana, 1991
- “Bond Issue Campaign,” Spokane Public Library, Spokane, Washington, 1991
- “The Great Pikes Peak Cowboy Poetry Gathering,” Pikes Peak Library District, Colorado Springs, Colorado, 1991
- “Black Voices of the 90s,” Prince Georges County Memorial Library System, Hyattsville, Maryland, 1991
- Award Winners Video, 1989-1992 (43 minutes)
- “Look Me Up in the Library,” Young Adult PSAs, Tucson Public Library, Tucson, Arizona, 1989
- “It’s Not a Quiet Career,” School Librarian Image Campaign PSAs, Pennsylvania School Librarian’s Association, 1989
- “Handle with Care,” Book Preservation, Bobst Library, New York University, New York City, New York, 1989
- “Know How, No Charge,” PSAs, Massachusetts Library Association, Springfield, Massachusetts, 1989
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- “The Great Pikes Peak Cowboy Poetry Gathering,” Pikes Peak Library District, Colorado Springs, Colorado, 1991
- “Black Voices of the 90s,” Prince Georges County Memorial Library System, Hyattsville, Maryland, 1991
- “Reading Safari,” Serra Cooperative Library System, San Diego, California, 1992
- “The Beatrice Public Library Campaign,” Beatrice Public Library, Beatrice, Nebraska, 1992
- “Reading Challenge,” Milwaukee Public Library, Milwaukee, Wisconsin, 1992
- “The Next Generation’s Library,” Hattiesburg, Petal, Forrest County Public Libraries, Hattiesburg, Mississippi, 1992
- “Read to Me,” Minneapolis Public Library and Information Center, Minneapolis, Minnesota, 1992
- “Lions, Tigers, and Books . . . O My,” Columbus Public Library, Columbus, Ohio,

1992

- “100 Years,” Seattle Public Library, Seattle, Washington, 1992
Award Winners Video, 1989-1992 (86 minutes)
- “Look Me Up in the Library,” Young Adult PSAs, Tucson Public Library, Tucson, Arizona, 1989
- “It’s Not a Quiet Career,” School Librarian Image Campaign PSAs, Pennsylvania School Librarian’s Association, 1989
- “Handle with Care,” Book Preservation, Bobst Library, New York University, New York City, New York, 1989
- “Know How, No Charge,” PSAs, Massachusetts Library Association, Springfield, Massachusetts, 1989
- “High Tech – High Touch,” Riverside-Brookfield High School, Riverside, Illinois, 1990
- “Intergalactic Reading Adventure,” Overstreet Memorial Library, Misawa, 1990
- “100th Anniversary Celebration,” Denver Public Library, Denver, Colorado, 1990
- “Super Summer Safari,” Wisconsin Division for Library Services, 1990
- “Building a Brighter Tomorrow,” Bartlesville Public Library, Bartlesville, Oklahoma, 1990
- Cargill Information Center, Cargill Corporation, 1990
- “The Death of a Dinosaur,” Waubensee Community College Library, Sugar Grove, Illinois, 1990
- “White House Conference on Library and Information Services,” Illinois State Library, Springfield, Illinois, 1991
- “Resources Today for the Research of Tomorrow,” Animal Welfare Information Center, National Agriculture Library USDA, Beltsville, Maryland, 1991
- “Night of A Thousand Stars,” Metropolitan School District, Washington Township, Indianapolis, Indiana, 1991
- “Bond Issue Campaign,” Spokane Public Library, Spokane, Washington, 1991
- “The Great Pikes Peak Cowboy Poetry Gathering,” Pikes Peak Library District, Colorado Springs, Colorado, 1991
- “Black Voices of the 90s,” Prince Georges County Memorial Library System, Hyattsville, Maryland, 1991
- “Reading Safari,” Serra Cooperative Library System, San Diego, California, 1992
- “The Beatrice Public Library Campaign,” Beatrice Public Library, Beatrice, Nebraska, 1992
- “Reading Challenge,” Milwaukee Public Library, Milwaukee, Wisconsin, 1992
- “The Next Generation’s Library,” Hattiesburg, Petal, Forrest County Public Libraries, Hattiesburg, Mississippi, 1992
- “Read to Me,” Minneapolis Public Library and Information Center, Minneapolis, Minnesota, 1992
- “Lions, Tigers, and Books . . . O My,” Columbus Public Library, Columbus, Ohio, 1992
- “100 Years,” Seattle Public Library, Seattle, Washington, 1992
Award Winners Video, 1990-1993 (50 minutes)
- “High Tech – High Touch,” Riverside-Brookfield High School, Riverside, Illinois, 1990, (1:00-1:46)
- “Intergalactic Reading Adventure,” Overstreet Memorial Library, Misawa, 1990, (1:50-2:57)
- “100th Anniversary Celebration,” Denver Public Library, Denver, Colorado, 1990, (3:00-6:20)
- “Super Summer Safari,” Wisconsin Division for Library Services, 1990, (6:27-

- 7:30)
- “Building a Brighter Tomorrow,” Bartlesville Public Library, Bartlesville, Oklahoma, 1990, (7:36-9:13)
- Cargill Information Center, Cargill Corporation, 1990, (9:16-11:43)
- “The Death of a Dinosaur,” Waubensee Community College Library, Sugar Grove, Illinois, 1990, (11:46-22:55)
- “White House Conference on Library and Information Services,” Illinois State Library, Springfield, Illinois, 1991, (12:59-14:58)
- “Resources Today for the Research of Tomorrow,” Animal Welfare Information Center, National Agriculture Library USDA, Beltsville, Maryland, 1991, (15:00-17:53)
- “Night of A Thousand Stars,” Metropolitan School District, Washington Township, Indianapolis, Indiana, 1991, (17:55-18:57)
- “Bond Issue Campaign,” Spokane Public Library, Spokane, Washington, 1991, (18:59-20:04)
- “The Great Pikes Peak Cowboy Poetry Gathering,” Pikes Peak Library District, Colorado Springs, Colorado, 1991, (20:05-22:31)
- “Black Voices of the 90s,” Prince Georges County Memorial Library System, Hyattsville, Maryland, 1991, (22:34-23:34)
- “Reading Safari,” Serra Cooperative Library System, San Diego, California, 1992, (23:47-25:35)
- “The Beatrice Public Library Campaign,” Beatrice Public Library, Beatrice, Nebraska, 1992, (25:37-27:31)
- “Reading Challenge,” Milwaukee Public Library, Milwaukee, Wisconsin, 1992, (27:33-28:10)
- “The Next Generation’s Library,” Hattiesburg, Petal, Forrest County Public Libraries, Hattiesburg, Mississippi, 1992, (28:12-29:46)
- “Read to Me,” Minneapolis Public Library and Information Center, Minneapolis, Minnesota, 1992, (29:48-30:24)
- “Lions, Tigers, and Books . . . O My,” Columbus Public Library, Columbus, Ohio, 1992, (30:27-33:00)
- “100 Years,” Seattle Public Library, Seattle, Washington, 1992, (33:02-34:07)
- “Library Squares,” Patchogue-Medford Library, 1993, (34:17-37:18)
- PSA, Worthington Public Library, 1993, (37:20-37:55)
- “Thanks, Central Ohio,” Columbus Metropolitan Library, 1993, (37:56-41:09)
- “Begin at the Beginning with Books,” County of Los Angeles, 1993, (41:18-43:36)
- San Juan Capistrano Multicultural and Visual Arts Performing Series, Orange County Public Library, 1993, (43:37-45:35)
- “WWII—A Commemoration,” Birmingham Public Library, 1993, (45:36-48:55)
- “Explore the Possibilities,” Indiana Library Federation, 1993, (48:56-49:30)
- “Rediscover Kentucky,” Bicentennial Celebration for State of Kentucky, Kentucky Library Association, 1993, (49:31-50:38)
- Award Winners Video, 1990-1994 (80 minutes)
- “High Tech – High Touch,” Riverside-Brookfield High School, Riverside, Illinois, 1990, (1:00-1:46)
- “Intergalactic Reading Adventure,” Overstreet Memorial Library, Misawa, 1990, (1:50-2:57)
- “100th Anniversary Celebration,” Denver Public Library, Denver, Colorado, 1990, (3:00-6:20)
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- “Rediscover Kentucky,” Bicentennial Celebration for State of Kentucky, Kentucky Library Association, 1993, (49:31-50:38)
- “The Place Where Dreams Begin,” Centennial PSAs, Yonkers Public Library, 1994, (50:44-53:15)
- PSAs, Cuyahoga Country Public Library, 1994, (53:16-54:35)
- Promotional Tape, Edmonton Public Library, 1994, (54:36-57:38)
- “Hamel’s Summer Reading Club Festival,” KTBS TV, Shreve Memorial Library, 1994, (57:39-1:00:20)
- “Dive into Books,” Summer Reading Program, Columbus Metropolitan Library, 1994, (1:00:21-1:00:55)

“Love Affair with the Library,” Richland County Public Library, Columbus,
South Carolina, 1994, (1:00:56-1:06:21)

“Feast on Books,” Summer Reading Program and Kids’ Catalogue, Atlanta
Fulton Public Library, 1994, (1:06:22-1:19:50)

Composite Tape of Publicity Releases (videotape), 1988

FWIP, “Beginning with Books”, Center for the Book, Undated

Metropolitan Library Service Agency (MELSA) publicity releases (cassette tape), 1985

Box 2 is 0.10 Empty