

Are YOU a library champion for online resources?

The Museums, Libraries and Archives Council and Oxford University Press are delighted to announce the launch of the first ever Oxford Online Library Champion Awards.

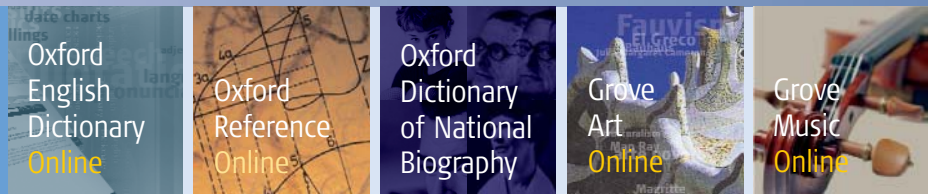
These awards will celebrate the exceptional work that public library staff are doing to promote and champion the five prestigious Oxford Online resources available to public libraries across England following the landmark national licence agreement between OUP and the MLA in March 2006.

Usage of Oxford Online resources by public library members in England has increased dramatically, and librarians have played an invaluable role in this success story.

OUP and the MLA are launching these new awards to congratulate librarians on their efforts in promoting Oxford Online resources to the public, to showcase individual achievement, and to inspire best practice.

PRIZES!

- **Oxford Online Library Champion of the Year Award** – a two-night luxury stay for two people in Oxford, lunch at the Printer's House of OUP and an individual tour of the OUP Museum, a tour of the Bodleian library, and a copy of the new leatherbound edition of the *Shorter Oxford English Dictionary*.
- **All other winners** will receive perpetual unlimited user access to five *Oxford Digital Reference Shelf* products of their choice for their library authority, plus a copy of the standard *Shorter Oxford English Dictionary* for a nominated individual.



Award categories:

Oxford Online Library Champion of the Year

A unique award designed to honour the exceptional contribution of an individual member of library staff who has successfully championed Oxford Online resources.

Best Overall Strategy to Promote Awareness of Oxford Online Resources

An award for the public library authority which has carried out the most imaginative and effective range of awareness campaigns to promote the availability of Oxford Online resources to library members and the general public.

Best Website Promotion of Oxford Online Resources

An award for the public library authority which has used their website most effectively to build awareness of Oxford Online resources.

Most Effective Staff Training on Oxford Online Resources

An award recognising the public library authority which has best demonstrated their commitment to staff training on Oxford Online resources.

Nomination forms plus full details are available at www.oxfordonline.com/mla/awards

The closing date for entries is 5.30pm on Tuesday

30 October 2007, so there is still plenty of time to implement campaigns, and our Librarian Resource Centre (www.oxfordonline.com/online/librarians/) has lots of information and ideas designed to support promotional initiatives. The awards will be judged by a panel in November, and presented to the winners in early December at the Online Information show in London.

For more information please visit the Oxford University Press website at www.oxfordonline.com/mla/awards