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Are YOU a library champion for online resources?
New awards recognize public librarians' work in promoting online resources

The Museums, Libraries and Archives Council (MLA) and Oxford University Press (OUP) are delighted to announce the launch of the first ever Oxford Online Library Champion Awards 2007.

Following the landmark national licence agreement between OUP and the MLA in March 2006, over 97% of public libraries in England now offer 24x7 access to a range of highly prestigious Oxford Online resources including the *Oxford Dictionary of National Biography*.

The agreement underlines OUP's core mission to promote widespread access to top quality information and scholarship, and usage of Oxford Online resources by public library members across England has since increased dramatically.

Librarians have played an invaluable role in this success story, and OUP and the MLA are launching these new awards to celebrate their efforts in promoting the availability of Oxford Online resources to the public, to showcase individual achievement, and to inspire best practice.

Award categories

The awards are open to public libraries in England in the following four 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

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

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

John Dolan, Head of Library Policy at MLA says, *“Libraries play a vital role in providing 24-hour access to a wealth of trusted online information for learning and leisure. These awards will celebrate the exceptional work that public library staff are doing to promote and champion these world-famous online resources.”*

“OUP is delighted that usage of Oxford Online resources is increasing so rapidly both within libraries and from home, following our landmark national agreement with the MLA last year. This is a great tribute to the tremendous enthusiasm and effort shown by public librarians across England,” says Susanna Lob, OUP’s Head of Marketing for Reference and Online Publishing.

“OUP and the MLA are launching these new awards to congratulate individual librarians and teams of library staff on their great achievements in letting their members know about the wonderful online resources now available to them free of charge, 24x7.”

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 individual tour of OUP Museum, tour of the Bodleian Library, and a copy of the new edition of the leatherbound [Shorter Oxford English Dictionary](#).
- All other winners will receive perpetual 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.

Closing date

The closing date for entries is 17.30 on 30 October 2007. 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 or contact Juliet Evans, Oxford University Press, on 01865 353911 / 07881 935196 or email juliet.evans@oup.com

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NOTES TO EDITORS:

Oxford University Press (OUP) is a department of the University of Oxford, and the world’s largest university press. It furthers the University’s objective of excellence in research, scholarship, and education in its worldwide publishing. In addition to publishing over 4,600 new books each year and over 180 journals, Oxford is a major provider of online information to libraries and individuals worldwide.

www.oup.com

The **Museums, Libraries and Archives Council** (MLA) works with the nine regional agencies in the MLA Partnership to improve people’s lives by building knowledge, supporting learning, inspiring creativity and celebrating identity. The Partnership acts collectively for the benefit of the sector and the public, leading the transformation of museums, libraries and archives for the future. Visit: www.mla.gov.uk.

The MLA/OUP National Agreement:

The Agreement forms part of Reference Online, a new programme managed by the MLA to streamline the procurement process for online resources by negotiating agreements on behalf of English public libraries.

145 out of 149 library authorities in England – from Cornwall to Northumberland – have already signed up to the 2-year OUP/MLA National Agreement. This means that over 48 million English residents can explore Oxford's award-winning online resources free of charge until 31 March 2008 simply by joining their local library:

- Oxford Dictionary of National Biography (www.oxforddnb.com)
- Oxford English Dictionary Online (www.oed.com)
- Oxford Reference Online (www.oxfordreference.com)
- Grove Music Online (www.grovemusic.com)
- Grove Art Online (www.groveart.com)

Further information about the Agreement can be found at <http://www.oxfordonline/englishpubliclibraries/>