

Estela & Raúl MORA AWARD 2012

Application Instructions

REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-speaking, invites applications for the 2012 Mora Award. The Award is presented annually to the most exemplary culminating celebrations of *El día de los niños/El día de los libros* (Children's Day/Book Day), or *El día de los jóvenes/ El día de los libros* (Youth Day/Book Day), also known as *Día*. Annual, culminating celebrations are held across the country on or near April 30. **Libraries, schools and other educational institutions that plan and implement Día programs in 2012 are eligible to submit an application by August 15, 2012.**

The Estela and Raúl Mora Award was established by author and poet Pat Mora and her siblings in honor of their parents and to promote *El día de los niños/El día de los libros*. The Mora Award consists of a \$1,000 stipend and a plaque to be displayed in a public area by the winning institution(s).

REFORMA is *Día's* founding partner; its members serve as judges for the Award. Pat Mora and REFORMA believe *Día* is a daily commitment to link all children and young people to books, languages and cultures. *Día* is now housed at the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA).

Previous Mora Award recipients have been: The Santa Ana Public Library and Springfield Public Library (2011); Arthur F. Turner Community Library (Yolo County Library), Pima County Public Library, and Santa Barbara Public Library (2010); San Francisco Public Library and Topeka and Shawnee County Public Library (2009); Riverside County Library System and the Public Library of Charlotte/Mecklenburg County (2008); Broward County Library (2007); Kenton County Public Library (2006); REFORMA de Utah (2005); Providence Public Library (2004); Corvallis-Benton County Public Library (2003); Multnomah County Library (2002); El Paso Public Library (2001); and Austin Public Library (2000).

See links to the winners' *Día* webpages at www.patmora.com/dia.htm

Application guidelines

1. While broad community partnerships are essential, and contribute to award-winning applications, the applicant and host of the Día program must be a library, school, or educational institution.
2. Día programming must have taken place during spring 2012.
3. The event must be literacy-focused with an emphasis on multicultural activities.
4. The \$1,000 award stipend will be used to enhance future Día programs.
5. Applications will be judged by the following:
 - a. Literacy focus and creativity of programming
 - b. Level of involvement of partnering organizations
 - c. Extent of publicity campaign
 - d. Impact of programming and award
 - e. Demonstrated support for and commitment to Día's goals
6. For further guidance, see "Submitting the application," page 3 and "Completing the application," pages 4-6.

The following are **not eligible** to apply for the award: Former Mora Award winners, library systems or schools/school districts employing current Mora Award committee members, REFORMA chapters, and 2012 Día celebrations featuring author and award sponsor Pat Mora.

Submitting the application

The application packet will be no more than 12 pages of text set in 12-point font, not including copies of publicity documents or supplementary photos/video/audio. Pages must be numbered. *Applications may be disqualified if components are missing or not in accordance with the stated guidelines.*

Mail application packets individually to the committee chair and members listed below, and Pat Mora. (Note: Ms Mora does not participate in the judging process.)

Submissions may also be sent as an e-mail attachment in MS Word or PDF format using the subject line "Mora Award 2012 application."

Applications must be postmarked or e-mailed by August 15, 2012. Materials will not be returned.

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For Mora Award applications only:
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Lupita Vega
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Completing the application

Cover Page

On one page, include the following information:

- Full name of contact person completing the application
- Name of institution
- Address of institution
- Phone number of contact person completing the application
- E-mail address of contact person

Statement of support and commitment, two pages:

- A signed letter of support from your library director or school principal/educational director.
- A written commitment to the creation and annual maintenance of a web page for your Día celebration should your institution win the award. The web page will serve as a motivating example for other institutions seeking to establish Día celebrations and will be featured in publicity about the Mora Award.
- The public display location of the Mora Award plaque for patrons or students at your institution.
- A description of your institution's commitment to Día's goals throughout the year.

Narrative description, two pages (40 points)

Describe your Día celebration. The celebration must be literacy-focused, with an emphasis on multicultural activities. While entertainment and food are fun and help draw attendees, the heart of Día is linking children, youth, and families to books.

Describe the activities presented, including estimated total attendance. What were the goals for your Día celebration and how well were those goals met? What were the

demographic goals of your Día and did you reach them? Share any anecdotes, news reports or correspondence that reflect the audience's response to your event.

Your narrative description may be supplemented by photographs or a video clip (no more than 5 minutes long) of the event. If you include photographs or video, make sure they depict the literacy component. Applications may include CD/DVD copies of photos and video or a listing of links within the narrative description to online photos and video.

Partnering organizations (20 points)

Libraries and colleges/universities: List partnering organizations, contact names and contact information. Briefly describe the level of involvement of each of the partnering organizations.

Preschools and K-12 schools: List partners which may include school and community resources plus contact names and contact information. Briefly describe the level of involvement of each of the partners. Describe also the level of involvement of families.

Publicity, one page (20 points)

Describe your publicity campaign. Include copies of press releases, news reports, and other forms of publicity, including non-print. This may include CD/DVD copies of photos/video/audio or a listing of links to online photos/video/audio. For preschool and K-12 applicants, this may include communications for home, in school, and school district.

Video and audio clips of publicity should be no more than 5 minutes each.

Bilingual publicity is highly encouraged. If bilingual publicity is not possible, please explain.

Remember to have six copies of each publicity item for assembling your application packets. Items submitted will not be returned.

Impact, one page (20 points)

Describe the following:

- If this is your institution's first or second Día, describe the motivation for beginning this annual celebration and your perceptions of this early effort. What was accomplished and what was learned?
- If your institution has a history of Día celebrations, please outline that history and how your celebration has evolved. What are some accomplishments? What has been learned?
- What impact would winning the award have on next year's Día celebration?

Award selection

The winner(s) will be announced by October 15, 2012. REFORMA will formally present the award at the American Library Association's 2013 Midwinter Meeting in Seattle.

For additional information, contact committee chair

Beatriz Pascual Wallace, beatriz.pascual-wallace@spl.org