

# ENTRY FORM

**“2008 Presidential Debate,” J.D. Williams Library, The University of Mississippi**

**Entry for the Mississippi Library Association Public Relations Award in the Category of “Best Effort by an Individual Library to Publicize Library Services around a Single Theme or Event”**

**Type of Library:** College/University

**Name of Library:** J.D. Williams Library, University of Mississippi

**Address:** J.D. Williams Library, University, MS 38677

**Name & Affiliation of Person Reporting:** Leigh McWhite (Political Papers Archivist & Assistant Professor)

**Phone Number:** (662) 915-1850

**Entry’s Audience:** University of Mississippi & Oxford community.

**Entry’s Objective:**

- executing the request of the university administration for academic programming related to the 2008 Presidential Debate on the campus of the University of Mississippi
- increasing public awareness of library and archival resources
- meeting the needs of media during debate coverage
- strengthening the library’s relationship with library and Special Collections donors
- enhancing the library’s standing with funding authorities within the university administration

**Estimated Population Served by Library:** The J.D. Williams Library serves a campus community of approximately 18,000 faculty and students in the town of Oxford which has an estimated population of 19,000.