

# News Release: American Library Association

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Many librarians have called ALA to ask about a series of publications called "Picturepages." Their patrons were apparently informed by the Captain Kangaroo television program that free copies of "Picturepages" are available at the library. Because many librarians had no prior information about "Picturepages," and others did not wish or could not afford to participate, they have received many requests they cannot fill.

To clarify the ALA position on "Picturepages," Executive Director Robert Wedgworth has restated the concerns the Association communicated to "Picturepages" executives in July, prior to its introduction on the Captain Kangaroo program.

- Many libraries are not in a position to purchase "Picturepages."
- Distribution was being attempted in too short a time for news of the publication and promotion to reach local public libraries.
- A network announcement of distribution of "Picturepages" through libraries should not be made until distribution arrangements have been completed.

Wedgworth further said "the basic concept of 'Picturepages' is good. However, we would not like to see libraries blackmailed into purchasing a product that does not seem to be available through other sources."

He added "the ALA has not endorsed, nor is it our policy to endorse, efforts such as 'Picturepages.'"