

CARLSON

17 June 1979

Dear Zena,

Yes, I would favor a trial of some less expensive alternative to the Newbery-Caldecott banquet, such as a cocktail or dessert affair, or simply an evening lecture-hall arrangement. The current cost - in time & money - seems high for everyone.

I'd like to see it, however, as a well-defined experiment, not as a permanent change, until some questions are answered. How would the resulting loss of revenue (if any) affect ALSC? Would the attendance pattern actually change? Who comes to the banquet now? If "a large number of tickets are sold to non-ALSC members," who buys them - publishers, who in fact take members as guests? Or members of other divisions to whom, for this event, ALSC is visible and interesting? Of the paying members who attend, what is the spread of new & old members? And if the younger members do stay away, is cost a factor, or are they simply not interested?

My own taste is not for chicken-in-cream-sauce and dessert with sparklers; but I've found the banquet an interesting opportunity to talk books and business with

a variety of other people. I suppose it's only fair to point out that in ten years of Newbery-Caldcott banquets, I have yet to buy my own ticket — what does that say about purchasing patterns?

From your list of questions in The Newsletter, I found most disturbing the problem of time spent by the ALSC office on the banquet in relation to time given to the N-C Committee; and the same applies to member time spent on the banquet. Could any of this energy be re-directed towards more effective media coverage of the awards, or better-coordinated efforts to get all books being considered to all committee members?

I'll be most interested in the results of your study — Good luck!

Yours,

Dudley Carlson
(Princeton Public Library)