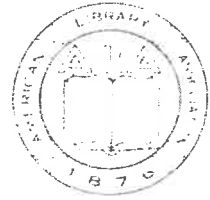


AMERICAN LIBRARY ASSOCIATION



March 1, 1979

Ms. Ann Durrell
Vice President, Children's Books
E. P. Dutton
2 Park Avenue
New York, New York 10016

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ALSC

Dear Ann:

Many thanks for your kind note of February 26th. It could not have come at a more helpful moment. Only yesterday I mailed off a series of recommendations to Marilyn Miller and Barbara Miller concerning some of the points that you make so forcefully. I have sent copies of your letter on to them in the hope that your suggestions will reinforce mine.

It is my hope that some of the matters concerning the Newbery/Caldecott announcement and celebration procedures can be resolved by ALSC's Board during the Dallas conference.

Cordially,

Lillian

Lillian N. Gerhardt
Editor-in-Chief

LNG:c1

cc: Marilyn L. Miller - President-Elect
Barbara S. Miller - Past President
Mary Jane Anderson - Executive Secretary ✓

DUTTON

February 26, 1979

MAR 1 1979

Lillian N. Gerhardt
School Library Journal
1180 Avenue of the Americas
New York, N.Y. 10036

Dear Lillian:

I've been giving some thought to your first "President's message" in Top of the News and what you said about the need for re-evaluation of the post-selection procedure for Newbery and Caldecott. Having been closely involved with that procedure in January, I found that I had some ideas about how it could be improved.

This is what I think should happen.

1. As soon as they have completed the selection of winners and honor books, the two committees should meet together while the two chairs call the various publishers, and obtain the authors' and artists' phone numbers. The chairs should then call the authors and artists.
2. As soon as all winners have been notified, the list should be posted in a public place.
3. Nothing more should take place at Mid-winter. Instead, all A.L.A. efforts should be bent to getting national publicity for the awards, especially the appearance of the two winners on the "Today" show. I would assume most publishers would be happy to underwrite a trip to New York for that rather than a trip to the Mid-winter meeting.
4. All celebrations in connection with the award should take place at the summer meeting. Which has become something of an anti-climax, I think.

I think that what now happens at the Mid-winter meeting no longer serves a purpose. The fact is that the secret is out within hours of the committee's decision, and there is no need for midnight meetings in chairperson's rooms and so on. The so-called press conference serves little or no publicity function and since most people at the meeting already know who the winners are, lacks any dramatic function

continued....

E.P. Dutton
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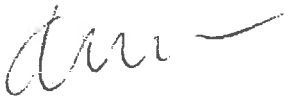
DUTTON

Lillian N. Gerhardt
February 26, 1979
Page Two

The summer meeting festivities, on the other hand, ^{could} benefit from new spirit, and concentrating the celebrations there could serve that very positive purpose.

And, speaking of spirit, please accept this letter in the one in which it is meant--not ungrateful carping, but a wish to help everyone concerned do the best by a much valued honor!

Sincerely,



Ann Durell
Vice President
Children's Books

AD/hs

CC: Mimi Kayden