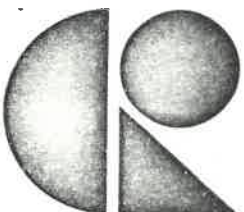


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May 29, 1979

Ms. Zena Sutherland, Chair  
Task Force to Examine Alternatives  
to the Newbery-Caldecott Banquet  
University of Chicago  
1100 East 57th Street  
Chicago, Illinois 60637

Dear Zena:

On receipt of your letter, I talked with several of our children's librarians to find out their feelings on the Newbery-Caldecott banquet. All but one person were in favor of retaining the banquet. My one dissenter wanted the speeches done away with (as they can be read in the journals) and a brief mention of the award winners (they've already been announced at Midwinter) at the ALSC membership meeting.

Those in favor of retaining the banquet gave the following reasons:

1. High visibility for ALSC within ALA and the media as it is THE gala function of the annual conference and involves all types of librarians in an ALSC event.
2. The banquet provides an opportunity to feel a part of the importance surrounding the awards.
3. Gives the librarian a chance to talk informally with author, illustrator and/or publishers.
4. The dinner provides an opportunity to get to know other librarians.
5. Even though the cost is exceedingly high, it is the one thing they are willing to spend money on (the personal importance of the awards to them).

In discussing the high cost and asking alternative methods I received the following suggestions.

1. Be sure that whatever is done it keeps the high visibility of ALSC & the awards within ALA and the profession.
2. \*Have an evening presentation of speeches followed by a grand reception (which would probably still cost as much as \$10 per person). The problem with this idea as expressed to me is that fewer people would attend just to hear the speeches and would probably resent paying such a high price for a very nice reception—their alternative was a cash bar but we felt it would not have the same significance as a grand gala event.
3. Breakfast or luncheon with speeches. Felt this would still require a high fee, would take longer than the usual breakfast or luncheon time period and would not have the same feeling of importance.

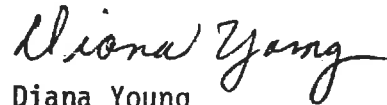
\*Most popular alternative

Of all those I talked with, my one dissenter would not pay anything to attend and would probably not go to hear the speeches if they were free (she can read them in printed format). All others would pay whatever price required as the N/C Banquet is their major ALA social function. They were all concerned that the N/C awards retain their "special" significance.

Personally, I feel that the special significance and high visibility need to be retained. In all our discussion, we could not think of a better way to do this than the banquet.

Good luck on your search. I will be interested in hearing what you come up with.

Sincerely,



Diana Young  
Public Library Consultant  
on Children's Services

DY:nh