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201 EAST 50TH STREET, NEW YORK, N.Y. 10022
TELEPHONE 212 572-2776

LIBRARY MARKETING

RANDOM HOUSE, ALFRED A. KNOPF, PANTHEON BOOKS
JANET SCHULMAN, DIRECTOR

May 22, 1979

Ms. Zena Sutherland
Bulletin of the Center for
Children's Books
University of Chicago
1100 East 57th Street
Chicago, Illinois 60637

Dear Zena:

As someone from the publishing community, I would welcome the presentation and acceptance of the Newbery and Caldecott Awards without the traditional banquet. It has never seemed fair to me that the membership at large should have to pay the price---and it is now a significant price---of the banquet to hear the speeches. Publishers can take as their guests only a small percentage of ALSC members.

The dignity and importance of the awards could be maintained ---perhaps elevated---by holding the ceremony in an auditorium along lines that have proved successful with the National Book Awards. To assure seating reserved tickets could be made available or, if necessary, sold at a very nominal cost. I believe this would be a step in the right direction to involve our younger members which is critical for our future.

Warm regards,

Janet Schulman
Director of Library Marketing,
Random House, Knopf and Pantheon

cc: Suzanne Glazer