

- Midwinter 1971,  
1972, 1973                      Procedures as in previous years,  
Announcements made at Thursday 4:30-6 pm invitational  
reception (Paid for by Melcher)
- Midwinter 1974                      Procedures as in previous years. By decision of President  
reception opened to all CSD members. (Still paid for by  
Melcher.) "Ms. Moulton reported that conversations with  
the N/C Committee members and CBC members had convinced  
her that we should have a professional public relations  
consultant attached to the N/C Committee and that this  
person should work with the ALA/CBC Joint Committee and  
with the ALA PIO. She felt that there should be some  
real expertise applied to the publicity effort of Newbery-  
Caldecott." It was voted
- "that a professional publicity consultant be  
appointed by the President to work with the N/C  
Committee Chairperson, the President and the  
Executive Secretary of CSD in promoting wider  
mass media attention to the N/C Awards; that the  
appointment be for a term of three years, reviewed  
annually; and that a job description be prepared  
for the Board before the first appointment is made."
- Annual 1974                      "The President referred the Board to...[Attachement 3],  
a letter from John Donovan and the draft of a job de-  
scription for the N/C Committee that he prepared at  
her request in accord with the Board's action at Midwinter.  
After some discussion...it was voted
- to ask the O & B Committee to draw up a job  
description for the N/C Publicity Consultant."
- Midwinter 1975                      Procedures as in previous years. Peggy Barber had been  
appointed director of PIO and attempted to build a liaison  
with Children's Book Council using skills of PR firm with  
offices in NYC retained by ALA.
- Midwinter 1976                      Procedures as in previous years with more assistance from  
ALA/PIO and CBC.
- Midwinter 1977                      Procedures as in previous years.
- Board voted
- "that CSD examine its evaluation, selection and  
award programs"
- and that the president
- "...explore & be authorized to implement the  
resolution..."

Board voted

"that the reception following the Newbery-Caldecott press conference be open and that the Executive Secretary provide information to the Board in June re costs...so that the Board may take the next appropriate steps of implementation"

February 1977

CSD president appoints Media Evaluation Review Special Committee (MER) chaired by Miller.

Annual 1977

Board accepted the MER Committee Interim Report which contained a section (attachment 1) on Newbery-Caldecott announcement procedures: "Barbara Miller then reviewed for the Board the Midwinter notification/press procedures the committee had drawn up in the hope security could be somewhat tightened. Mimi Kayden expressed the opinion that with a Tuesday evening meeting of the committee scheduled, winning publishers might receive calls in the early morning hours. This left them very little, if any, time to gather all the materials needed for the Thursday press conference. The Board recommended that the Executive Secretary and the 1977 Chair take this view into consideration when scheduling the meetings for January 1978.

Board voted

"that the reception be held, as described in paragraph #2 of Exhibit 5" (now attachment #2).

Midwinter 1978

Board actions from the Annual Conference were implemented re procedures and reception. The Executive Secretary and Chair took the Board member's view into consideration re scheduling. However, despite the fact that the 1978 Committee scheduled more discussion hours before 8 pm Tuesday than previous committees, the committee found it necessary to continue meeting from 8 pm Tuesday till 4 am Wednesday before concluding their decisions. The chair and executive secretary adapted procedures in accord with their understanding of the Board member's suggestion re notification and editors and winners were notified as soon as decisions were reached in many cases while the committee was still in session. The remainder were notified the next morning.

The final MER Committee report was accepted.

February 1978

CBC scheduled a program meeting (instigated by the MER Committee participation of Donovan who had agreed informally to help find a way to alert publishers of changes and new procedures) to inform their members on NC and NCBC procedures, policies, etc. A past NC chair (Quimby) and NCBC chair (McKee) and the executive secretary were invited to be panelists along with CBC members. During the q/a session

following a question on announcement procedures and publicity an ALSC Board member (also a CBC member) asked for a show of hands of those present who felt announcement procedures, especially in relation to secrecy, could be improved. Most of the hands went up. The ALSC president received a report on the meeting from the vice-president and board member present. The board member asked the president if the announcement procedures could be discussed by the Board at the annual conference. The president sent a memo to the Board members on the subject, asking them if they felt it should be on the agenda. NOTE: No request to discuss the subject or suggestions for change were ever received by the president from the CBC Directors Board. Such communications on other subjects have been received in the past on similar subjects.

Spring 1978

Drafts of Notable and N/C Committee manuals prepared by a subcommittee of MER were distributed to members for experimental use.

1978 Annual

"The President summarized for the Board the responses she had received from them to her memo asking whether additional discussion relative to announcement procedures was needed. The general consensus, and her recommendation, was that we need a least another year with the present procedures. She noted that this was the first year in which the MER Committee's recommendations have been implemented, that things had worked very smoothly (considering the unusually difficult timing), and that before making any more changes we should give the present system a chance to work. She asked if the Board wished to discuss this further or if anyone had action to propose. There was no responses."

1979 Midwinter

Announcement/reception procedures repeated. No unusual problems. Committee finished its work at 9:30 pm.

An open meeting with NC and NCBC committees was conducted by MER subcommittee members (Peltola, McKee, Anderson) who had prepared the draft manuals to elicit suggestions for revision. Peltola and McKee took notes throughout as did Anderson. Anderson's notes were given to the writers for use in revision. During the meeting some members of the N/C Committee gave Peltola a petition they had prepared and signed which contained a suggestion for a change in procedure re notification of publishers. Peltola reported to the Board on the meeting noting "that there was a feeling by most people that (1) the policy for membership on media evaluation committees should be reconsidered;

(2) there should be a reconsideration of some of the aspects relating to notification of publishers of winning books; (3) observer rules should be reconsidered (some members and exhibitors who wanted to get in the first night could not do so because the ALA registration area had closed early)."

Draft manuals were redistributed for use during 1979 while McKee & Peltola worked on revision.

Annual 1979

Bette Peltola announced that revisions of the N/C and NCBC manuals would be ready by Midwinter, that she had neglected to bring the materials from the meeting with her and that she would transmit the materials for action by the Board at Midwinter 1980.

September 1980

Peltola transmitted the material to President Miller.

IN ALPHABETICAL ORDER, BY AUTHOR, SO AS TO ACCORD EQUAL HONOR  
TO ALL BOOKS.

Another procedural area which appears to need attention is that of membership "nominations." In earlier years a ballot was sent each CSD member in the fall; in recent years the ballot has been included in the fall issue of TON for economic reasons. Neither system during the past decade has produced more than a 5% membership response. The cost of getting this response is currently \$4.76 per ballot returned. Response did not increase perceptibly during the years when lists of "books being discussed" were published.

We suspect that the reasons for this "non-response" are varied but we do recognize that the book reviewing/library purchasing/in-house reviewing/cataloging systems are such that few children's librarians and fewer media specialists have had the opportunity by December to have seen, much less read, the majority of the year's publishing output. A number of CSD members are not children's librarians at all. Much of the non-voting may be the result of conscious decisions not to vote based on too little knowledge. Other non-voting may occur because the vote doesn't "count" - that is, it is not a decision-making vote. However, the Batchelder voting percentage is even smaller.

THE COMMITTEE RECOMMENDS:

THAT THE FORMAL MEMBERSHIP BALLOTING PROCEDURE USED IN PREVIOUS YEARS BE REPLACED BY A PRINTED FORM ON A REGULAR PAGE IN THE FALL ISSUE OF TOP OF THE NEWS WHICH WOULD ENCOURAGE MEMBERS TO SUGGEST ONE OR MORE BOOKS TO BE CONSIDERED BY THE COMMITTEE. WINTER, SPRING, AND SUMMER ISSUES SHOULD CONTAIN A BRIEF AD-LIKE PARAGRAPH INVITING MEMBERS TO COMMUNICATE WITH THE COMMITTEE.

We discussed at some length the matter of the announcement of the awards, publicity that has been increasingly effective in recent years, and the resultant lack of secrecy which has concerned many members of the division and committee. While there appear to be several ways by which we could come closer to achieving total secrecy, it seems to us that the publicity (for children's books, ALA and CSD) is of greater importance than the fact that a relatively small number of "insiders" (the committee, the winners and the publishers - with some leaks to be regretfully expected) know the winners before the press conference. The need for secrecy and the day and timing of the press conference are related to major TV and press agreements as to release dates.

We believe that security can be tightened somewhat by adopting the following procedures:

- . The final meeting of the committee should take place Tuesday evening at 8:30 p.m. whether or not winners have been selected before that time.

- . The executive secretary will be available from that hour on and will expect to be notified by the chair when deliberations are completed.
- . The chair will take the winning books to the executive secretary's room and from that room will immediately place calls to the winning editors, authors and illustrators.
- . Promotion persons from the winning houses will receive from the executive secretary that same evening, a checklist of material and information needed, deadlines, etc.
- . The executive secretary, the chair, and the ALA/Public Information Office staff will be responsible, on CSD's behalf, for requesting secrecy of all people to whom advance information must be given.

We recognize that with the number of human beings involved (committees, publishers, authors, illustrators, promotion persons, publishing office staff, Children's Book Council staff, and key media persons) some leakage is probably inevitable. However, we believe that the procedures outlined above which the chair and executive secretary can put into practice in 1978, will limit to as small as possible the number of persons who "know."

LAURA INGALLS WILDER AWARD PROGRAM

We agreed that the purpose of the Wilder Award program remains valid:

To recognize authors and illustrators who make substantial and lasting contributions to children's literature.

Most of us feel, however, that the five-year cycle is too long, and is one reason the award is not as well-known as the Newbery-Caldecott awards. We believe that shortening the cycle would enhance the prestige and stature of the award, keep it before the public eye, and give CSD the opportunity to recognize more persons for "substantial and lasting contributions."

THE COMMITTEE RECOMMENDS:

THAT THE LAURA INGALLS WILDER MEDAL HENCEFORTH BE GIVEN  
EVERY THREE YEARS, BEGINNING THE NEW CYCLE IN 1980.

After Board consideration of this recommendation, we will spend more time reviewing the specific procedures for this committee as well as ways to enhance the prestige of the award. We have discussed, for example, the announcement and presentation of the award at a luncheon held at Midwinter every third year. This would permit total membership/media focus on this event, away from the N/C press conference and banquet where it may have appeared, without intent, to be an appendage. We would appreciate the Board's informal reaction to this idea which will help us in our further discussions of policies and procedures for this award program.



mja

The  
CHILDREN'S  
BOOK  
COUNCIL  
Inc.

170 EIGHTH AVENUE NEW YORK, N. Y. 10010  
212 264 2686  
John Donovan, Executive Director

March 8, 1974

Mrs. Priscilla Moulton  
Dir., School Library Services  
Brookline High School  
115 Greenough Street  
Brookline, MA 02146

Dear Priscilla:

I attach in draft form a proposed "job description" for the person who might be identified to work with the Newbery-Caldecott Committee to handle publicity. While I knew before that this would be a substantial undertaking, if done properly, I can see now that we will have to identify unusually able publicists able to free themselves from publishing house responsibilities. It's clear that some financial support would have to be made available for this kind of publicity--not for the persons involved, but for materials prepared, long distance telephone calls, telegrams, etc. Unless the CSD is prepared to make a financial commitment it's probably not reasonable to expect that this sort of undertaking could be developed properly.

It was most pleasant indeed to chat with you last week.

Yours,

  
John Donovan.

JD:ph  
Enc.

RECEIVED

JUN 21 1974

CSD - YASD

Annual 74



Draft

PUBLICITY CONSULTANT: NEWBERY-CALDECOTT COMMITTEE

Major objective

To get more publicity for the Newbery-Caldecott awards in nationally circulated magazine<sup>s</sup>, major American newspapers circulated beyond their cities of publication, newspaper wire services and national broadcasting networks.

Specific responsibilities

1. To attempt to identify one person affiliated with each of the media mentioned above who would be a good contact for the Newbery-Caldecott awards.
2. To furnish persons identified above with appropriate advance and background information relating to the awards program.
3. To set up a scheme to forward awards information as soon as the Newbery-Caldecott committee has selected winning books.
4. To arrange for "press table(s)," at ~~ALA~~<sup>CSD</sup> expense, for Newbery-Caldecott banquet, and for interviews with prize-winning authors and illustrators present.