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**RANDOM HOUSE, INC.**

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LIBRARY MARKETING

RANDOM HOUSE, ALFRED A. KNOPF, PANTHEON BOOKS  
SUZANNE M. GLAZER, DIRECTOR

June 18, 1980

Ms. Marilyn Miller  
Associate Professor  
School of Library Science  
University of North Carolina  
Chapel Hill, NC 27514

Dear Marilyn:

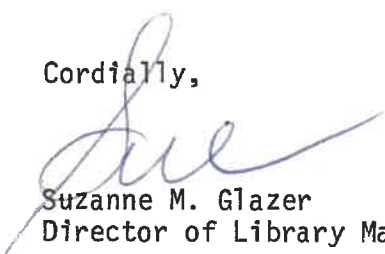
Here is the second draft, with agreed upon changes per our June 10th telephone conversation, relating to the Newbery/Caldcott Publicity and Announcement Procedures Task Force findings.

As you know Beth, Lil and I "met" several times by mail and telephone, and agree with all the recommendations in this report.

I would like to move that items 2,3,4 and 5 of this report be brought before the A.L.S.C. Board of Directors at the New York Conference for discussion and adoption.

See you next week!

Cordially,

  
Suzanne M. Glazer  
Director of Library Marketing

Enclosure

cc: Mary Jane Anderson  
Peggy Barber  
Susan Collier  
Carolyn Field

Lillian Gerhardt  
Beth Greggs  
Amy Kellman  
Barbara Miller

Harriet Quimby  
Gail Sage  
Zena Sutherland  
Diana Young

1. IS THERE ANY NEED FOR NEWBERY/CALDECOTT ANNOUNCEMENTS AND PROCEDURES?  
Everybody responding agrees "Yes":

- a. To insure wide coverage of these important awards.
- b. Awards are a major news item in the A.L.A. year.
- c. To insure the most favorable image of A.L.S.C. within A.L.A. and with the public and media.
- d. A.L.S.C. should retain control as administrator of the Newbery/Caldecott Awards.

2. OF WHAT PRESENTLY EXISTS -- THE TRADITION -- WHAT SHOULD CONTINUE? WHAT SHOULD BE PHASED OUT?

The consensus is that all of the following should be discontinued as of A.L.A. Midwinter 1981 in Washington, D.C.

- a. Maintaining prolonged secrecy (usually 48 hours) after Newbery/Caldecott Committees reach their decisions.
- b. Beyond 10:00 p.m. (and especially later than midnight) phone calls to publishers, authors, illustrators.
- c. No publishers rendez-vous'ing in Executive Secretary's room to receive "instructions". All business pertaining to the implementation of these procedures should be conducted in the A.L.S.C. office area.
- d. Discard the belated press conference announcement of Thursday at which even the library press isn't well represented and everyone knows the news.
- e. Eliminate bringing any winning authors and illustrators to Midwinter.
- f. Discouragement by A.L.S.C. of publisher-sponsored dinners at Midwinter for Newbery/Caldecott members after the formal announcement.

3. SUGGESTIONS FOR ALTERNATE PROCEDURES AND GUIDELINES

a. NEWBERY/CALDECOTT SCHEDULING

- Committees start work on Saturday noon
- Committees complete work on Monday noon (at least 5 meeting slots)
- Complete notifying winning publishers present by the latest Monday 8:00 p.m. Instruct Executive Secretary to get list of publishers exhibiting and their booth locations through Conference Manager prior to arriving at Midwinter and to secure hotel room numbers by noon Monday.

- Calls to the winners be made by Newbery/Caldecott chairs from their respective rooms between noon and 8:00 p.m. Monday
- Resume contacting non-reachable publishers Tuesday 8:00 a.m.
- General announcement meeting scheduled Tuesday 11:00 a.m. to noon, listed in conference program, chaired by A.L.S.C. President and conducted by Newbery/Caldecott chairs. Press be alerted and invited to this meeting in advance.
- ~~Make cash coffee and wine bar available after general announcement.~~

b. PUBLICITY PROCEDURES

- A.L.A. Public Information Office be notified immediately after Newbery/Caldecott committees complete working, Monday noon.
- Rough draft releases should be written by Newbery/Caldecott chairs and committee representatives, then given to P.I.O. for polishing, with final proofing approval responsibility by Executive Secretary. Monday 10:00 p.m.
- Releases posted on all A.L.A. bulletin boards Tuesday 11:00 a.m. A.L.S.C.'s responsibility.
- Releases available at general announcement meeting Tuesday 11:00 a.m. A.L.S.C.'s responsibility.
- Releases available for all Councilors and at press area on Tuesday 11:00 a.m. A.L.S.C.'s responsibility.
- P.I.O. office immediately on Tuesday get notices on the wire-services and to all print and non-print media.
- P.I.O. work with a cooperative Gene Shalit to get winners on The Today Show that week.

c. THE PUBLISHERS

- Executive Secretary alert publishers between noon and 8:00 p.m. Monday quantity of books and glossies their office staff needs to get to Children's Book Council.
- Winning publishers attending Midwinter will receive procedural memos at Midwinter. They are to be available for publisher pick-up at A.L.S.C. desk during Monday and Tuesday hours determined by Executive Secretary.
- Procedural memos be sent to involved publishers not at Midwinter.

- The substance of the procedural memo should include information needed to be conveyed to the publishers and related back to the Executive Secretary: i.e. logistics of awards ceremony, names of participants involved from winning publishers and related to the winners, purchasing tickets to ceremony, particulars about receiving line, souvenir program, Weston Woods and/or Melcher Scholarship Fund, winners' speeches details. Deadline dates for all of aforementioned.
- Procedural memo be revised before each Midwinter conference by A.L.S.C. President, the Executive Board, the Executive Secretary, and an appointed publisher's representative.

4. HOW TO MONITOR THE PROCEDURES.

Unanimous agreement on this. A.L.S.C. President appoints a Board member to oversee, perhaps the incoming or past President.

5. SHOULD GUIDELINES BE ESTABLISHED FOR CONTINUED PROCEDURE MODIFICATIONS?

Unanimous "yes" on this. If this task force's recommendations for change are approved, then Newbery/Caldecott publicity and announcement procedures item becomes a permanent part of the A.L.S.C. Board agenda for review and/or revision annually.