

February 8, 1985

Bette J. Peltola  
4109 N. Ardmore  
Milwaukee, WI 53211

Dear Bette:

The Task Force letter was sent to the individuals listed on the enclosed sheet. The breakdown by category is three past Executive Directors, seven past Presidents, seven past Chairs, and two hosts. I would imagine that you will receive a wide range of interesting responses!

Let me know how I can next be of help.

Sincerely,

Ann Carlson Weeks  
Executive Director, ALSC

ACW:rg  
Attachment

BATCHELDER TASK FORCE LETTER DISTRIBUTION LIST

Mildred Batchelder

M. Jean Greenlaw

Ruth Tarbox

Ann Kalkhoff

Mary Jane Anderson

Mary Somerville

Phyllis Van Orden

Zena Sutherland

Margaret Kimmel

Pat Cianciolo

Heleen Mullen, Coordinator  
Office of Work with Children  
Free Library of Philadelphia,  
Logan Square  
Philadelphia, PA 19103

Anne Boegen

Ethel Meins

Amy Kellman

Kay Taylor  
Durham City Library  
P.O. Box 3809  
Durham, NC 27702

Marilyn Miller  
Manning Hall 026A  
School of Lib. & Inf. Sci.  
Univ. of North Carolina  
Chapel Hill, NC 27514

Lillian Gerhardt  
School Library Journal  
205 E. 42nd St.  
New York, NY 10017

Barbara Miller

Mary Kingsbury  
Manning Hall 026A  
School of Lib. & Inf. Sci.  
Univ. of North Carolina  
Chapel Hill, NC 27514



THE UNIVERSITY OF WISCONSIN—MILWAUKEE/P.O. Box 413, Milwaukee, Wisconsin 53201

SCHOOL OF EDUCATION  
DEPARTMENT OF CURRICULUM AND INSTRUCTION

AREA CODE 414  
963 - 4814

To: Past Presidents of ALSC, Past Chairs of Batchelder Award Committees,  
Past Hosts for Presentation, Past Executive Directors of ALSC, Past  
Recipients

From: Bette Peltola *Bette Peltola*

Date: February 4, 1985

Re: Mildred L. Batchelder Award

The ALSC Board established a Task Force to study the presentation and publicity of the Batchelder award. Members of the Task Force are Liz Huntoon, Ginny McKee, Peggy Sullivan, and me. The intent is to strengthen the importance of this award and create additional interest in translated books. Because each of you has been integrally involved in some way with this award, I am writing to you especially for your thoughts about how to make this award more prominent. Some of you have not been involved recently, so here's a scenario of what now exists, along with some questions to you.

1. The award winner is announced at an ALSC Board Meeting at midwinter conference, as are the Newbery, Caldecott and Wilder awards. A press release is prepared. Is this sufficient? If changes are suggested, what about the other three awards?
2. The presentation is made at a locale around the country, selected by the ALSC President, on or near Hans Christian Andersen Day, April 2. Is this the best way? Need it be on Hans Christian Andersen Day? Is this an appropriate type of regional activity, or would something else be better? Is the way of selecting the site appropriate? How would you feel about moving the presentation to the summer conference? If it were to take place at summer conference, in what program? (Some possibilities are the Membership Meeting, the Notables Showcase, the Newbery-Caldecott dinner, and there may be others.)
3. There is no identification seal or other mark for the books. Should there be? If so, what?
4. Are there other forms of publicity you would suggest? New articles on the award, regular listings of translated books published here, articles on introducing translated books to children are some possibilities. There are others. What do you think?

Don't feel you need to respond to all of the questions, and don't feel you are limited by them. What the questions raised do is indicate some of the things on our minds as a Task Force. If at all possible, we'd like to hear from you by March 15. Thanks in advance for your attention to this matter. We hope to be able to make some valuable recommendations that not only enhance attention to the Batchelder Award, but to all translated books for children.

Please send your comments to: Bette Peltola  
4109 N. Ardmore Ave.  
Milwaukee, WI 53211



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