

ALSC/REFORMA Pura Belpre Task Force

(Henceforth called the PBTF to distinguish it from the ALSC/REFORMA Children's Book Award Task Force, the original task force that established the award, which will be called the Task Force, herein)

Pura Belpre Book Award Chronology

Please read background material before proceeding.

See Attachment A (Chronology), and additional Attachments cited within the Chronology

Attachment B is the Task Force Report Accepted by the ALSC and REFORMA Boards at Annual Conference 1994—Note the mention of Cash Awards and Honor Books in this version, but missing from what was approved by the ALA Awards Committee (Attachment D), one of the issues we must eventually resolve.

Attachment C is the memo from Kay Tavill to Susan Roman regarding several funding sources.

Attachment D is the Pura Belpre Proposal as approved by the ALA Awards Committee.

Attachment E is a sample letter to a publisher (in this case, John Mason of Scholastic) offering congratulations on a Belpre win and seeking help with the endowment

Attachment F is Oralia Garza de Cortes's letter to me announcing the REFORMA vote on the \$3000 (contributing \$1000 each to the Belpre winners and \$1000 "toward the presentation of the Award at a program during ALA annual conference.")

Additional Background Reading

Attachment G is the memo from Susan Roman to Keith Brown, which notes the establishment of the Award endowment and an additional contribution of \$4900 from ALSC to meet the \$10,000 minimum requirements for an endowment.

Attachment H is the list of administrative particulars for the Belpre award, those items, which bring it into line with ALSC award practices.

Attachment I is a memo from Susan Roman to me in which she supplies some answers to questions I posed regarding administrative costs for the award.

Attachment J is a sign that after only the second time the award has been announced, it has already reached a prominent enough place nationally to be included in the Yankee Book Peddler children's book award plan.

The PBTF

The idea to form the ALSC/REFORMA Pura Belpre Task Force was hatched at the ALA Annual Conference in San Francisco last summer (1997). Some issues needed to be resolved and some long term planning needed to be initiated to ensure that this important award would become a tradition in perpetuity. Present at the meeting where the PBTF was formed were Martin Gomez, Camila Alire, Sandra Balderrama, Steven Herb, and Susan Roman.

The proposal to establish a Joint ALSC/REFORMA Pura Belpre Task Force (PBTF) had three sections:

Charge

Review the short and long term needs (including funding) of the award program.
Facilitate design of the Pura Belpre medal.
Create a timeline of all activities leading to the June 1998 award presentation.
Review and make recommendations about including a grant for recipients of the award.
Review ALA Awards Committee Criteria (e.g. honor books).
Recommend a communication mechanism to keep both Boards informed.
Work out the details of the administrative processes for the award.

Task Force Composition

One executive committee/board member each from REFORMA and ALSC
One additional representative each from REFORMA and ALSC
Executive Director of ALSC as ex officio
Representatives from each organization shall be appointed by the President of that organization

We further recommend that this task force be appointed in a timely fashion so that it can complete its work and report back to the ALSC and REFORMA Boards by the ALA Midwinter Meeting in 1998.*

Current Situation

*Weren't those some good intentions? For a variety of reasons, none especially good ones, the Task Force appointment process stalled. Even when the appointments were finally made informally at Midwinter, the work never got off the ground. Sandra

Balderrama and I, with some help from Sylvia, Oralia and Susan, made some temporary decisions at Midwinter to keep the process going in the absence of a formally appointed task force. I am writing today to apologize on behalf of that original committee for the slow start, to officially invite your participation in following through on this important task (force!) and to propose a modified path to achieve our goals.

Task Force Members

Steven Herb, ALSC, Chair
Oralia Garza de Cortes, REFORMA
Sylvia Mavrogenes, ALSC
Patty Wong, REFORMA
Susan Roman, ex officio

Draft of Pura Belpre Task Force (PBTF) Proposal

(For your consideration, to be fleshed out & presented to the REFORMA and ALSC Boards at Annual Conference in Washington later this month)

Reconfirmation of ALSC's and REFORMA's commitment to the award and its importance to both groups.

Phase 1—Immediate Actions

Suspend Payment to Award winners (under current terms of approved award)—This was one of the items that Sandra and Steven agreed to do at Midwinter, 1998.

Accept \$1000 support money as voted by REFORMA—REFORMA already sent check for \$1000 to ALSC in February.

Use those funds (\$1000) toward sponsorship of the program associated with the award at Annual, 1998.

ALSC will contribute the \$500 administrative costs toward sponsorship of the award administration this year, only. In future years, these direct and in-direct costs will be shared evenly with REFORMA as well.

All costs associated with the award program & award process beyond the \$1500 mentioned above will be divided 50/50 between ALSC and REFORMA. These "initial" costs will include the designing and sculpting of the medal, the die cut, and the facsimile seal design (see Attachment I)—approximately \$6500. In addition, annual medal-related costs e.g., striking the medals, engraving the medals, purchasing the cases will also be born equally—approximately \$350 per medal per year (see Attachment I).

Initiate medal design process.

Phase 2—Initiate after Annual, 1998

Appoint one ALSC member, one REFORMA member, who with Susan Roman, will re-ignite the fund-raising process to a level that will support the award indefinitely--\$50,000, minimum.

Phase 3—Initiate at the Conclusion of Phase 2.

Revisit the award criteria through this PBTF and O&B, as appropriate, to establish long term procedures, adjust committee and committee processes as necessary. This may involve going back to the ALA awards committee to discuss the addition of the honor books and the awarding of a cash prize to winners.

Oralia, Sylvia, Patty, Susan:

If you have a chance, I would like to speak with you before you leave for Washington to get your impression regarding this content. It would be best to reach me on Monday at (814) 865-2842. If I am unavailable at the time, leave a number where I can reach you later on that day. My home number for Monday and Tuesday night between 9 and 11 is (814) 237-5864. If I happen to miss you Monday or Tuesday, please call Loews L'Enfant Plaza (202-484-1000) and leave word where I might reach you by phone in DC. I'll be there from Wednesday, June 24th, on. Thanks.

Best wishes,

Steven

PURA BELPRÉ BOOK AWARD
CHRONOLOGY

Midwinter Meeting
1993 (Denver)

Oralia Garza de Cortes and Sandra Balderrama appear before ALSC board regarding the establishment of a joint task force to discuss the possibility of a joint book award. ALSC board VOTED

that the president appoint ALSC members to a joint ALSC/REFORMA task force to investigate the feasibility of the establishment of a children's book award.

An ALSC board member proposes the appointment of a liaison to the REFORMA Children's Services Committee. Oralia agrees to broach the matter of a liaison to REFORMA.

Annual Conference
1993

ALSC/REFORMA Children's Book Award Task Force established

Function:

To develop terms and criteria for a new children's book award to recognize outstanding works written or illustrated by a Latino author or illustrator and that affirm Chicano/Latino/Hispanic ethnicity, heritage, and experience in the United States.

Midwinter Meeting
1994 (Los Angeles)

Sandra Balderrama, Chair of the ALSC/REFORMA Children's Book Award Task Force, reports that the task force met twice during the Midwinter Meeting. They want to finalize the terms and criteria and to have the award approved and funded in time to make the first presentation in 1995.

April 1994

Proposed criteria, etc. goes to Organization and Bylaws Committee for comment.

Annual Conference
1994 (Miami)

Linda Perkins, co-chair of the task force, reports that the REFORMA Board has already approved the award terms and criteria outlined ~~(Attachment)~~. Discussion clarifies that it is essential to celebrate U.S. Latino authors because there are not enough books about Latino experience in the U.S., that all documents should specify U.S., and that the Latino/Latina refers to people whose heritage emanates from any of the Spanish-speaking cultures of the Western Hemisphere. It was VOTED

See
Attachment
B

that the Board accept and support the ALSC/REFORMA committee report and direct submission of this proposal to the ALA Awards Committee, conditional on the securement of funding.

Susan Roman and Martin Gomez are investigating funding.

1994-95

ALA moratorium on new awards

October 1995

Kay Tavill responds, on behalf of the Fund for America's Libraries, to Susan Roman's request for approval to approach funders for the award. Approval granted to approach six potential funders

(Attachment)

Annual Conference
1995 (Chicago)

Award proposal taken to ALA Awards Committee. Awards Committee unwilling to approve the award until there is funding for it. Committee indicates that if the proposal is resubmitted at Midwinter 1996 (San Antonio) with funding for two cycles of the award, or approximately \$7,000, it can be approved.

Midwinter Meeting
1996 (San Antonio)

Award proposal (Attachment D) resubmitted to the ALA Awards Committee with no cash award stipulated and assurance of an initial \$7,000 from ALSC.

Although the both the Executive Committee and the Planning and Budget Committee had approved the \$7,000, it was suggested that board endorsement be obtained. It was VOTED

my scribbles

to provide \$7,000 as seed money to establish the Pura Belpré [Book] Award, which will be presented biennially by ALSC and REFORMA.

This money has already been spent as of Annual Conference 1997.

April 4, 1996

Phone conversation with Oralia Garza de Cortes and Susan Roman. They agree that it is preferable not to have a monetary award for the recipients.

Annual Conference
1996

First Pura Belpré Book Award recipients are announced at the ALSC Membership Meeting, New York, New York.

August 20, 1996

Congratulatory letters (Attachment ^E~~A~~) are sent to publishers with information about proposed endowment and invitation to make a donation.

August 19, 1996

Oralia Garza de Cortes requests checks for the two winners. Checks are hand cut and brought to REFORMA Conference.

August 26, 1996

First Pura Belpré awards presented at awards ceremony at REFORMA First National Conference, Austin, Texas. Announcement made that for the first award only, the winners would each receive \$1,000. In addition, certificates and honor certificates are presented.

Midwinter Meeting
1997 (D.C.)

The REFORMA board approves a biennial contribution of \$2,000 to the award, \$1,000 to each of the medal winners. Oralia Garza de Cortes announces this to the ALSC board.

(Attachment F)

TASK FORCE REPORT 1994 Annual Conference
ACCEPTED BY ALSC AND REFORMA BOARDS

REFORMA/ALSC CHILDREN'S BOOK AWARD: PURPOSE, TERMS, & CRITERIA
(WORKING DRAFT; completed 2/5/94, Midwinter; updated 6/28/94.
Annual)

Attacher

B

PURPOSE:

To honor and recognize outstanding children's books created by Latino/Latina authors and illustrators that portray, affirm and celebrate the Latino/Latina cultural experience.

TERMS:

For the purposes of this award, "Latino/Latina" is defined as people whose heritage emanates from any of the Spanish-speaking cultures of the western hemisphere.

Two awards are given biannually to works that portray, affirm and celebrate the Latino/Latina cultural experience, one to an author and one to an illustrator.

Each award is given to a Latino/Latina author and illustrator who resides in the United States or Puerto Rico.

Each award is given for works published in the United States or Puerto Rico in the two years preceding presentation of the award.

Each award consists of a plaque and a cash award.

Honor books may be named.

The winners are announced at ALA Midwinter and the awards are presented at ALA Annual (in even years).

If no books are found to meet the selection criteria, no award will be given.

CRITERIA:

The awards will be given to a Latino/Latina author and illustrator for an original work published in the United States or Puerto Rico that portrays, affirms and celebrates the U.S. Latino/Latina cultural experience, past, present or future.

Joint authors and illustrators are eligible.

Non-fiction and fiction books for children published in Spanish, English, or a bilingual format are eligible.

For purposes of these awards, children are defined as youth up to 14 years of age.

(continued on next page)

B, Continued

CRITERIA (continued)

Books considered should reflect established standards of quality of writing and illustration for children, which include: development of plot; fully-realized characters; appropriateness of writing style to intended audience; accuracy and clarity of information; illustrations should reflect appropriateness of style to story, theme or concept; and illustrations should also accurately and positively reflect the cultural setting. Particular attention will be paid to the "insider's voice" and cultural authenticity in both text and illustrations.

Compiled by REFORMA/ALSC CHILDREN'S BOOK AWARD TASK FORCE, 2/5/94
and updated 6/25/94.

B, Continued

DRAFT: ALA AWARDS APPLICATION

EARLIER DRAFT

I. NAME OF THE AWARD

Pura Belpré "Vivan Los Niños" Award (working title)

II. DEFINITION AND CRITERIA

Purpose: To honor and recognize outstanding children's books, created by Latino/Latina authors and illustrators that portray, affirm and celebrate the Latino/Latina cultural experience.

Persons or groups eligible: Two awards are given biannually, one to an author and one to an illustrator. Each award is given to a Latino/Latina author or illustrator who resides in the United States or Puerto Rico. Joint authors and illustrators are eligible. One person may be selected for both awards and will receive the monetary award for both categories. Each award consists of a plaque and a cash award.

Brief outline of criteria: The award will be given to a Latino/Latina author and illustrator for an original work published in the U.S. or Puerto Rico that portrays, affirms and celebrates the Latino/Latina cultural experience.

Each award is given for works published in the United States or Puerto Rico in the two years preceding presentation of the award.

Non-fiction and fiction books for children published in Spanish, English, or a bilingual format are eligible.

For purposes of these awards, children are defined as youth up to 14 years of age.

Books considered should reflect established standards of quality of writing and illustration for children, which include: development of plot; fully-realized characters; appropriateness of writing style to intended audience; accuracy and clarity of information; illustrations should reflect appropriateness of style to story, theme or concept; and illustrations should also accurately and positively reflect the cultural setting. Particular attention will be paid to the "insider's voice" and cultural authenticity in both text and illustrations.

If no books are found to meet the selection criteria, no award will be given.

III. NUMBER AND FREQUENCY OF AWARD

Two awards are given biannually to works that portray, affirm and celebrate the Latino/Latina cultural experience, one to an author and one to an illustrator.

IV. SELECTION OF JURY TO ADMINISTER THE AWARD

The jury will consist of 3 members representing REFORMA, 3 members representing ALSC, and a Chair. REFORMA members are appointed by the President of REFORMA and ALSC members are appointed by the President of ALSC. If a person is appointed by both REFORMA and ALSC, that person will choose to represent one or the other and an additional person will be appointed so that total jurors equal 7. The REFORMA President will appoint the initial Chair for the duration of a two year appointment to coordinate the establishment of the awards, and thereafter, the position of Chair will be alternately appointed by ALSC and REFORMA.

REFORMA and ALSC Presidents, when considering appointments of members to the jury and the Chair, will make every effort to identify bilingual members, bicultural members which represent the racial, cultural and ethnic diversity among Latinos, and members with experience providing library services to Latino communities in the United States.

Jurors will be appointed for a two year term. Two jurors may be re-appointed for a second two year term for the sake of continuity.

V. DEADLINE FOR NOMINATION OF CANDIDATES

December 31

VI. SCREENING OF CANDIDATES AND RECOMMENDATIONS

The jury will evaluate the books according to the criteria in II, above.

VII. PRESENTATION OF THE AWARD

At an appropriate meeting at the Annual Conference, to be determined by the respective boards.

VIII. FORM AND/OR TYPE OF AWARD

To be determined. It is expected to be a cash award of \$1,000 for author and \$1,000 for illustrator, in addition to a plaque/citation, and a medal on the book itself.

IX. DONOR

To be determined. (Administrative costs for ALSC estimated at...)

X. CONTACT PERSON

The current Chair of the REFORMA/ALSC Children's Book Award Task Force is Sandra Balderrama, Oakland Public Library, 125-14th St., #202, Oakland, CA, 94612; 510-238-6615 (VM); 510-238-2232 (FAX).
2/14/93, updated 6/28/94

Attachment



file

interdepartmental memorandum

TO: Susan Roman
FROM: Kay Tavill
SUBJECT: ALSC/ Reforma Book Award
DATE: October 9, 1995

RECEIVED

OCT 09 1995

ALSC

In response to your memo regarding potential sources of funding for a ALSC/Reforma book award:

It is fine to approach the Corporate Fund for Children, Hispanic Magazine, Coca Cola, Libraries for the Future, and Politico Press. Please hold on Carnegie, MacArthur (there are major staff changes going on at this point), and Rockefeller. If for Kellogg you wish to approach the Corporation -- that is fine but please hold on the Foundation. Good luck and let us know how it goes!

Attachment D

AMERICAN LIBRARY ASSOCIATION
ASSOCIATION FOR LIBRARY
SERVICE TO CHILDREN



50 EAST HURON STREET CHICAGO, ILLINOIS 60611-2795 U.S.A.
312-280-2163 300-545-2433, EXT. 2163
FAX: 312-280-3257

PROPOSAL
APPROVED BY
ALA AWARDS COMMITTEE

I. NAME OF AWARD

Pura Belpre Book Award

II. DEFINITIONS, PURPOSE AND CRITERIA FOR AWARD

Two biennial awards to be presented at the annual conference of the American Library Association to a Latino/Latina author and illustrator who affirm and celebrate the Latino/Latina cultural experience in an outstanding children's book.

The awards will be given to a Latino/Latina author and illustrator for an original work published in the U.S. or Puerto Rico that portrays, affirms, and celebrates the Latino/Latina cultural experience.

Each award is given for works published in the United States or Puerto Rico in the two years preceding presentation of the awards.

III. NUMBERS AND FREQUENCY OF AWARD

Two awards will be given biennially. If suitable candidates are not found, the awards will not be presented that year.

IV. SELECTION OF JURY TO ADMINISTER THE AWARD

An award jury of three (3) ALSC and three (3) REFORMA members, and a chair will be appointed by the President of ALSC and the President of REFORMA. All jury members will have one vote. Jury members will be appointed for a two-year term. The chairs will rotate between ALSC and REFORMA.

V. NOMINATION OF CANDIDATES FOR AWARD

Nominations for candidates for the ALSC/REFORMA Award will be solicited widely through the ALSC and REFORMA memberships and the children's books publishing industry on or before December 31 in the year preceding the award selection.

The jury will evaluate the books according to the criteria as established in II.

VI. DELIBERATION, DECISION AND CONFIRMATION OF AWARD

Deliberations shall include the checking of the nominated books against the terms and criteria for the award. A weighted balloting technique will be used that is similar to the balloting used to determine the Newbery and Caldecott Awards. Honor books may be named.

The recipient's name will be presented to the ALSC Board by the final Board Meeting at their Midwinter Meeting of ALA.

VII. PRESENTATION OF AWARD

The ALSC Executive Director will contact the award recipient following the Midwinter Meeting and the President will announce the winner to the library press. The award will be presented during the ALA Annual Conference at our appropriate meeting.

VIII. FORM AND TYPE OF AWARD

Two biennial awards


IX. DONOR/ADMINISTRATIVE COSTS

Donor(s) to be determined. Administrative costs as estimated by the Executive Director of ALSC at \$500.00. ALSC will sponsor the initial start up cost of \$7000.00.

X. CONTACT PERSON

*Susan Roman, Executive Director, ALSC
ALA Headquarters, 50 East Huron Street
Chicago, IL 60611*

ALSC/Reforma

Attachment 

COPY

E

August 20, 1996

John Mason
Marketing Manager, Trade Books
Scholastic, Inc.
555 Broadway
New York, NY 10012-3999

Dear John:

Congratulations on Lucía Gonzalez's winning a 1996 Pura Belpré Honor Book Award for text. Since this is the first year of the award there has been much excitement generated by the announcement. A press release is enclosed.

The exciting news is that this is a joint award between the Association for Library Service to Children (ALSC) and REFORMA (National Association to Promote Library Services to the Spanish Speaking), and the selection requires the expertise of both memberships. We expect that this new award will grow in stature and that it will encourage publishers to seek out the best writers and illustrators in the Latino community to create works for children.



To ensure the future of the award, we are establishing an endowment to support the award in perpetuity. We expect to use the interest income from the endowment to support the administration of the award, committee work, publicity, and production of medals and seals for the award. It is our hope that as the endowment grows, there will be enough interest income to establish some type of scholarship to encourage new Latino individuals to write children's books.

With this in mind, we would like to invite Scholastic, Inc. to make a donation to the Pura Belpré Award Endowment in honor of Lucía Gonzalez. This is the beginning of a tradition for the Belpré Award and is in keeping with other distinguished ALSC awards.

We look forward to hearing from you soon.

Sincerely,

Susan Roman
Executive Director
and Award Administrator

Enclosure

AMERICAN LIBRARY ASSOCIATION
ASSOCIATION FOR LIBRARY
SERVICE TO CHILDREN



50 EAST HURON STREET
312-280-2163
FAX: 312-280-3257

CHICAGO, ILLINOIS 60611-2795
800-545-2433, EXT. 2163

U.S.A.

Attachment F

MEMORANDUM

TO: Steve Herb,
ALSC President

FROM: Oralia Garza de Cortes
ALSC Board member

COPY: Susan Roman, ALSC Executive Director
Ed Erazo, REFORMA President
Sandra Balderrama, REFORMA VicePresident, President Elect

RE: REFORMA Board Action February 17, 1997

DATE: February 17, 1997

I am pleased to inform you that at the 1997 ALA Mid-Winter Meeting the REFORMA Board voted to contribute \$ 3,000 each biennium toward the Pura Belpre Award. The Board specified that \$ 1,000 be given to the winner of the most outstanding book selected for text, and \$1,000 to the illustrator for the most outstanding book selected for illustration by the ALSC/REFORMA Pura Belpre Award Committee. \$1,000 of the total amount is to be allocated toward the presentation of the Pura Belpre Award at a program during ALA annual conference. The contribution is effective beginning with the 1998 biennium award.

I am delighted by the action of the REFORMA Board. REFORMA is quite proud of this award and wishes to honor the selected author and illustrator by their contribution. I recommend that you accept this generous donation by REFORMA.

I would also recommend that ALSC and REFORMA work on a joint Development Plan for the required funding needed for the design of a medal as well as for the promotion of the book award. Melinda Greenblatt, new ALSC book award committee chair and I have been discussing ideas in this area and we look forward to further discussion and plan development with ALSC Director Susan Roman.

In other business, REFORMA President Ed Erazo appointed the following REFORMA members to the Pura Belpre Award Committee: Judith Rodriguez, New York Public Library; Lauren Mayer, New York Public Library; and Elissa Miller, Arlington County Virginia Department of Libraries.

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Chicago, Illinois 60611-2795
USA

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TDD 312 944 7298
E-mail: alisc@ala.org
<http://www.ala.org/alisc.html>

Association for Library Service to Children

Attachment G

ALA American Library Association

August 15, 1997

TO: Keith Brown, Planning and Budgeting
FROM: Susan Roman, ALSC Executive Director
RE: ALSC/REFORMA Bupre Book Award

At your request, I have attached the paperwork for setting up the endowment to support this relatively new book award. The ALSC Board, the REFORMA Board, and the ALA Awards Committee approved the establishment of the award at the Midwinter Meeting - 1996, and it was given for the first time during the summer of 1996.. In order to continue to support the award, an endowment was set up.

As of this date, we have received \$5,100.00 in donations. Since the endowment guidelines call for a minimum of \$10,000, the ALSC Board authorized the transfer of \$4,900 from ALSC funds to bring the endowment up to the minimum amount. At a meeting during the Annual Conference in San Francisco, officers of REFORMA renewed their pledge to help raise funds for the endowment to support this important new award.

If you have any further questions, please do not hesitate to get in touch with me at ext. 2162.

Cc: Mary Ghikas, ALA Acting Executive Director
Greg Calloway, AED, Financial Services
ALSC Executive Committee ✓
Sandra Balderrama, REFORMA President
Paula Moore, ALSC Planning & Budget Comm.

PURA BELPRÉ BOOK AWARD
Administration

DRAFT

The text is taken from the documentation prepared by the ALSC/REFORMA TASK Force, with the exception of text in *italics*. Text with ~~strikethrough~~ was suggested by the Task Force, but conflicting ALSC practices suggest that it should be dropped.

1. The Pura Belpré Book Award is a joint award of the Association for Library Service to Children (ALSC) and REFORMA: The National Association to Promote Library Services to the Spanish Speaking.
2. ALSC is charged with the administration of the Pura Belpré book Award. *This includes, but is not limited to the management of the budget and any endowment that may be established, publicity, design of medals and certificates, biennial preparation of medals and certificates, official correspondence with recipients and their publishers, maintenance of a collection of award-winning books, and committee support.* Administrative costs are estimated at \$500.
3. The Pura Belpré Book Award Committee consists of three (3) ALSC members, three (3) REFORMA members, and a chair, who will rotate between ALSC and REFORMA. The members are appointed by the president of ALSC and the president of REFORMA respectively, and the chair is appointed by the appropriate president. *The president of REFORMA sends completed, signed committee appointment forms or letters of acceptance and a signed no-conflict-of-interest statement to the ALSC office for each REFORMA committee member.*
4. Each member will have one vote. *The committee chair is a voting member of the committee with all the rights and responsibilities of other committee members.*
5. Jury members will be appointed for a two-year term. ~~Two jurors may be reappointed for a second two-year term for the sake of continuity.~~ *People cannot be reappointed to serve on the Pura Belpré Book Award Committee within five years of having served. The exception can be the chair of the committee, who should have served on the committee at least once, even within the past five years.*
6. REFORMA and ALSC presidents, when considering appointments of members to the jury will make every effort to identify bilingual members; bicultural members who represent the racial, cultural, and ethnic diversity among Latinos, and members with experience providing library service to Latino communities in the United States.
7. Nominations for the Pura Belpré Book Award will be solicited from the ALSC and REFORMA memberships and from children's book publishers.

H, (continued)

8. Selections are made in closed committee session at the ALA Midwinter Meeting. The recipients' names will be presented to the ~~ALSC Board of Directors by the final session of the Board at the ALA Midwinter Meeting~~ to the ALSC executive director upon selection and to the ALA Public Information Office (PIO) no later than the deadline designated by PIO. Notification of the recipients will be conducted in the same manner as the notification of the other awards announced at the press conference. The ALSC president will announce the recipients at the awards press conference.
9. The ALSC executive director will formally contact the award recipients following the Midwinter Meeting, and the president will announce the winner to the library press. The award will be presented during the ALA Annual Conference at an appropriate meeting.
10. *By mutual agreement among members of ALSC and REFORMA, as well as publishers, the award proposal presented to the ALA Awards Committee dropped the stipulation that the Belpré Award be a monetary award. In keeping with guidelines for other prestigious awards administered by ALSC, the recipients will receive a medal or honor certificate. As a further parallel to other awards, donations that are solicited from the publishers will build an endowment, which it is hoped will eventually provide enough interest income to underwrite not only the award, but also scholarships or grants to encourage new Latino authors and artists to write or illustrate children's books. (As of June 18, 1997, publishers have contributed \$5,100 to the endowment. The ALSC Board of Directors had already committed a sum of up to \$7,000 as seed money to establish and present the first awards, and as of Annual Conference 1997 this money has been spent.)*

Attachment I

ALAAmericanLibraryAssociation

May 18, 1998

TO: Steven Herb

FROM: Susan Roman *SR*

RE: Recap on administrative fees for the ALSC/REFORMA Award
And other related expenses

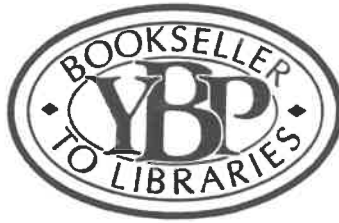
At your request, I am enclosing the expenses involved in the ALSC/REFORMA Belpre Award.

In order to establish and continue the biennial award we will need \$50,000. Of this amount, approximately \$40,000 will be endowed so that we will use the interest from this long term investment to administer the award indefinitely. The difference will be used to get the award and the medals off the ground.

The expenses involved in establishing the award include: design and sculpting of the medal(s) (estimate \$4,000); die cut (approximately \$2,000), striking of medals (approximately \$150 each); engraving of medals biennially (\$75 each); design of facsimile seals (\$500); cases for the medals (\$125). As you know, we have already announced winners for the 1996 Awards and the 1998 Awards and we will need to get medals for these winners right away.

The \$500 administrative fees include: \$250 per annum for the evaluation committee for member expenses for postage, phone, e-mail, etc.; \$100 for marketing the award along with all of the ALA awards; \$100 for office expenses for phone, e-mail, postage in an advisory capacity for members, non-members, and members of the press; \$50 for preparing for the press conference including copying costs for information, phone calls to publishers, and other miscellaneous expenses. In-kind contributions include: staff time for planning for the awards celebration, answering inquiries from individuals from the public and the press, arranging for meeting rooms, and fiscal management of the award program.

Thanks for helping us sort out the next steps for this very important award. Establishing new awards, especially joint awards, take time. There are always fine points that need to be reviewed from time to time. In the long run, it is worth it! Please let me know what other information you need. Best regards.



Attachment J

February 1998

Dear Librarian,

We are pleased to announce that we have added a new component to our Children's Awards Book Collection Plan. Effective immediately, the Pura Belpré award will become a standard offering on our children's plan. We have added this award after careful consideration and a multitude of requests from customers.

The Pura Belpré Award is presented biennially to a Latino or Latina writer and illustrator "whose work best portrays, affirms and celebrates the Latino cultural experience in an outstanding work of literature for children and youth". This award is co-sponsored by a division of ALA (ALSC) and an ALA affiliate (REFORMA).

The 1998 award went to Victor Martinez for *Parrot in the oven: mi vida* (Joanna Cotler/HarperCollins, 1996, ISBN 0060267046). If you would like to add this award to your plan, please contact your bibliographer. Please let us know if you want to begin with this current award winner or the next

We continue to be interested in your input; please let us know how we can best meet your needs.

Sincerely,

Carolyn S. Spooner
Manager, Collection Management Services