

Caldecott Medal

50th Anniversary Celebration

Action Plan

Prepared by

Caldecott 50th Anniversary Task Force

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DATE OF CELEBRATION: The medal was first announced by Mr. Melcher in 1937 but first given to a 1937 book in Kansas City, Missouri on June 14, 1938. Since the 50th book will be chosen in 1987, the Task Force strongly suggests that the celebration be kicked off in San Francisco in Summer 1987. Many of the activities and projects could be highlighted during the following 12 months. President-elect Somerville might choose to conclude the celebration with a program or a project at the 1988 Conference in New Orleans.

PLANNING CONSIDERATIONS: Because planning time is short and we were not given a budget, the Task Force tried to use ALA and ALSC programs, committees, and publications that are already in place and budgeted.

Also since the Caldecott Medal is an official ALA Award (administered by ALSC), ALA should be consulted or involved in the official celebration. ALSC's President might wish to communicate with ALA's Executive Board for their support.

FOR YOUR INFORMATION: For the Task Force, Linda Callaghan did a bibliographic search to identify how many Caldecott titles were out of print. She reports:

Award Titles: 3 op (49)

Honor Titles: 65 op (153)

While we realize that we cannot demand all out of print titles be reprinted, we did want to recognize this information in our report to you.

THANK YOU: We would like to thank the 30 people who answered our call for ideas. Their advice in many cases has been incorporated into our plan.

Also a special thank you to Peggy Barber and Mildred Batchelder for their enthusiasm and support.

ACTIVITY: Public Relations Campaign

Peggy Barber, Associate Director  
has agreed to mount an aggressive public relations campaign which  
would include:

- a). Press release announcing the 50th Anniversary issued Fall 1986 to alert journals, associations, and universities what ALA/ALSC is planning and to encourage groups to plan their own celebrations.
- b). Press release (January 1987) to announce 50th Book and alert profession of the celebration and what is planned.
- c). Press Kit (Spring 1987) with fact sheets, glossies, and poster distributed widely to newspapers (children's book reviewers) professional magazines, both library and educational, and national popular magazines that appeal to parents.

The committee suggests that the ALSC membership committee be used to appeal directly to their local and geographical contacts to urge local newspapers to cover this anniversary.

Since 1987 is the Year of the Reader, a public awareness campaign mounted by the Center for the Book, every effort should be made to get mentioned in their publicity.

- d). Commemorative Poster - ALA Public Information would design and sell a special poster for the 50th Anniversary. This would be in addition to the annual poster featuring the most recent Caldecott title. Marketing would be handled in the same fashion as the annual N/C posters. (We'd like to see a poster featuring the cover of each book).
- e). Tote Bag - Investigate feasibility of selling a high quality black canvas tote bag with a gold imprint of the medal. Market with the annual poster, booklist, and special anniversary poster.
- f). ALA use a postage slug for all metered mail that carries something like "Celebrating 50 years of Caldecott Books". Sell slug to libraries through Pitney Bowes.

RESPONSIBILITY: ALA Public Information Office  
ALSC Executive Director  
50th Anniversary Task Force

BUDGET: Assumed by PIO

ALSC COMMITMENT: Offer free advertising in TON for any materials developed by PIO for the Celebration.

ACTIVITY: TOP OF THE NEWS      Focus Issue on Caldecott Medal

RESPONSIBILITY: Editor, TON and/or specially appointed guest editor.

TIME FRAME: WINTER 1988

POSSIBLE ARTICLES:

- 1). Notable research on impact of Caldecott Medal/what research needs to be done.
- 2). Change in editions over the years.
- 3). Impact on publishing.
- 4). Early days and mood of the committee and celebration.
- 5). Interview with Helen Kin~~sey~~<sup>sey</sup>, consultant to the committee for many years.
- 6). Overview of how children's librarians use the books.
- 7). Current process and criteria used by the Caldecott committee.
- 8). Photographs of different celebrations.
- 9). Photograph of each illustrator and author.
- 10). Who was Randolph Caldecott?
- 11). Major collection holdings (e.g. Kerlan).
- 12). Survey of the archival materials.
- 13). Bibliography of books about the Caldecott.
- 14). Biographical sketch of Frederic Melcher.
- 15). Editor of Caldecott book writing about the development.
- 16). Interview with Marcia Brown who has been honored three times.

AND ANY OTHER RELEVANT ARTICLES THAT MIGHT BE SUGGESTED.

If TON cannot do a special issue, the task force recommends that an official ALSC publication be issued to mark the anniversary.

ACTIVITY: ANNUAL CALDECOTT CALENDAR

The Task Force asked Bob Doyle to put a special note in the 1987 calendar that the 50th book would be awarded in 1987.

We also feel that:

- a. June 14th be noted in the 1988 calendar as the date of the first award.
- b. Plan with ALA Publishing to note the anniversary by a special format or expansion.

RESPONSIBILITY: ALSC Executive Director

ACTIVITY: Support extension for 1987 of  
"Illustrator as Storyteller"

Support with a financial contribution of \$1,000.00 "The Illustrator as Storyteller" Exhibit for 1987. The University of Minnesota Art Museum and the Kerlan Collection have agreed to extend their successful traveling exhibit of original drawings and manuscripts originally directed by Ellen Greene. Plans are underway to exhibit during ALA at the San Francisco Public Library. Other 1987 dates are open for interested libraries. The ALSC support would allow additional Caldecott pieces to be mounted and added to the original exhibit, especially from 1985, 1986, and 1987. See budget.

RESPONSIBILITY: Karen Nelson Hoyle  
ALSC Executive Director

BUDGET: \$1,000.00 for 6 additional pieces to be added for 1987

Framing and Matting	\$ 300.00
Shipping crates	250.00
Labels	35.00
Catalog additions	415.00
	<u>\$1000.00</u>

TIME FRAME: January 1987 - December 1987      Exhibit

ACTIVITY: 1987 Annual Conference Events

A. Book Exhibit at San Francisco Public Library

- 1). Neil Parikh of S.F.P.L. has agreed to display all 50 award winning books (and as many as the honor books available) in the Central Children's Room.
- 2). Several historical documents might also be displayed in this exhibit. Such original documents as Dorothy Lathrop's acceptance letter might be mounted and displayed.
- 3). Have the books read by ALA/ALSC celebrities and children in a reading marathon during the conference reception.

RESPONSIBILITY: 50th Anniversary Task Force  
S.F. Local Arrangements Committee  
ALSC Executive Director

B. Membership Meeting or Program

Suggestions for President Botham:

- 1). Talk show format with ALSC leaders (Carolyn Field and Augusta Baker), ALSC ex-director, and former Caldecott Committee Chairs reminiscing about the Caldecott award.
- 2). Conversation with Caldecott Illustrators  
Ask all living medal illustrators to be part of an open question and answer session hosted by a former Caldecott Committee Chair.
- 3). Presentation of several scholarly papers on the Caldecott (e.g. one current project compares the changes in text and illustrations of Caldecott titles through the years).
- 4). Storytelling session with real children using one book from each decade and read by one of five guest storytellers.
- 5). Battle of the Books using ALA members as Teams and Caldecott books for the questions.
- 6). Tribute to Frederic Melcher

RESPONSIBILITY: Botham  
50th Anniversary Task Force  
SF Local Arrangements Committee

ACTIVITY: Newbery/Caldecott Dinner 1987

- a). recognize by standing everyone who has served on a Caldecott Committee.
- b). serve birthday cake
- c). encourage publishers to bring past recipients (both award and honor) and feature them as guests of honor at the pre or post Caldecott cocktail hour.
- d). distribute as a part of the program a copy of Dorothy Lathrop's acceptance letter or a similiar piece of archival material.
- e). brief remembrance or tribute to Frederic Melcher. Invite and recognize any family members.

RESPONSIBILITY: ALSC Executive Director  
S.F. Local Arrangements Committee  
Botham



ACTIVITY: ALSC Caldecott Archives (and Newbery)

1. Evaluate files in ALSC office and ALA archives at the University of Illinois
2. Recommend actions for preservation, access, and location.
3. Identify related collections such as Melcher papers and HORN BOOK archives.
4. Find out if ALA/ALSC has a copy of all 50 award winners and honor books.
5. Determine where these archives should be maintained and explore an endowment for their maintenance and research fellowships.

RESPONSIBILITY: ALSC Executive Director  
Board appointed Task Force or  
ALSC Research Committee

*Professional  
archivist*

ACTIVITY: U.S. Commemorative Stamp for 1988

Completed:

- 1). Member of committee wrote Eileen Cook for advice on process in February 1986. No answer.
- 2). Chair wrote on June 13, 1986  
See letter attached.

ACTION:

- 1). Continue investigation of process by Task Force Committee.
- 2). If needed, mount a letter writing campaign from Board, Children's Book Council, ALSC membership, children in selected libraries across the country.

RESPONSIBILITY: 50th Anniversary Task Force

ACTIVITY: Videotape: CELEBRATING 50 Years of Caldecott Books

AUDIENCE: Librarians  
Teachers  
Parents  
(Possible shorter version for kids)

LENGTH: 25 - 30 minutes

DATE OF RELEASE: January, 1988

PRODUCER: ALA Publishing (Donna Kitta)

Contract negotiated between ALA Publishing and ALSC

- a. ALSC gets 5-20% of royalties; stepped royalty agreement
- b. ALA Publishing responsible for technical, marketing
- c. ALSC or appointed author has editorial control
- d. ALA copyright

AUTHOR: ALSC Options

- a. special task force
- b. ALA Publishing hire an author as part of the contract
- c. 50th Anniversary Task Force

(See Next Page)

VIDEOTAPE (continued)

CONTENT: Feature quality; both informative and inspirational

- a). brief history
- b). how librarians/teachers/parents have used books
- c). how children react to the books
- d). selection process
- e). interview with authors/illustrators

CONSIDERATIONS: a). labor intensive activity

- b). both ALA and ALSC are novices but ALSC could learn a lot in the process
- c). may get more than one videotape
- d). expensive video to make

TASKS:

- a). write a script with sites, names, and books identified
- b). budget and schedule
- c). negotiate contract
- d). write detailed script
- e). film
- f). edit

ACTIVITY: Possible Co-sponsorship with ABC and CBC

We have contacted John Donovan of CBC and Marilyn Hollinshead of ABC to explore ways that we could cooperate at this time. There are no concrete projects, but we will continue to communicate with both groups. See Donovan's letter attached.

RESPONSIBILITY: 50th Anniversary Task Force