

**Minutes**  
**ALA AWARD COMMITTEE MEETING**  
**Saturday, June 24, 2006, 10:-30 – 12:30 p.m.,**  
**Hilton New Orleans Riverside Hotel – Norwich**

**Committee Members:**

Lizbeth Bishoff  
Jon Cawthorne  
Timothy Grimes, Chair  
William Kinyon  
Cheryl Malden, Staff Liaison  
Susan Melcher

**Guests:**

Lisa Hinchliffe, ACRL  
Judy Pezzanite, PLA  
Joan Claffey, ALA  
Deb Robinson, ALA  
Bill Ott, Booklist  
Joe Agatti  
Dawn Vaughn

The meeting was called to order at 10:35 am by Timothy Grimes, Chair.

**Introduction**

Grimes welcomed guests and everyone introduced themselves.

**Minutes**

The minutes of the January 2006 Midwinter Meeting were presented.

Jon Cawthorne entered a motion that the minutes be accepted as written, William Kinyon seconded. The motion passed.

**ACRL Award Proposal**

The award is to rename and accept sponsorship from Emerald for Instruction Publication of the Year Award.

It was moved by Cawthorne, Bishoff seconded, to approve name change for Instruction Publication of the Year Award to Ilene F. Rockman Instruction Publication of the Year Award and accept award sponsorship from Emerald Publishing (\$3000 for award winner and \$600 for administrative costs annually). The motion was approved.

**PLA Award Proposal**

The Gordon M. Conable Award is to honor a public library staff person who has demonstrated a commitment to intellectual freedom and the Library Bill of rights. The Award is underwritten by Library Systems & Services (LSSI). LSSI was Gordon Conable's employer at the time of his death.

It was moved by Bishoff, Kinyon seconded, to approve the Gordon M. Conable Award which honors a public library staff member, a library trustee, or a public library which has demonstrated a commitment to intellectual freedom and the Library Bill of Rights. The motion was approved.

#### **ALSC/Booklist/YALSA Award Proposal Award**

The award committee reviewed the award proposal. They had a few questions and suggestions. They asked them to make the necessary changes to the proposal and return on Monday.

#### **The award currently known as: ALA Public Programs Office/Cultural Communities Fund; Sara Jefferies School Library Program Award**

Joan Claffey, Director of Development and Deb Robertson, Director of Public Programs Office presented the Sara Jefferies School Library Program Award. After their presentation there were several questions and concern regarding the application, and the financials. Dawn Vaughn then spoke on behalf of American Association of School Librarians (AASL) and expressed their concern over not being asked to administer the award since the award is for a school librarian. After much debate the committee asked if they could return on Monday and hopefully some of the issues could be resolved by then.

Grimes moved the award manual revision to the Monday meeting.

The meeting adjourned at 12:30 pm.

**Minutes**  
**ALA AWARD COMMITTEE MEETING**  
**Monday, June 26, 2006, 1:30 – 3:30 p.m.,**  
**Hilton New Orleans Riverside Hotel – Norwich**

**Committee Members:**

Lizabeth Bishoff  
Timothy Grimes, Chair  
William Kinyon  
Cheryl Malden, Staff Liaison  
Susan Melcher  
June Pinnell-Stephens, ALA Executive Board Liaison  
Jennifer Ralston  
Ann Zeidman-Karpinski

**Guests:**

Bruce Conilli, Full Cast Audio  
Bill Ott, Publisher, Booklist  
Mary Burkey, affiliation?  
Sue-Ellen Beauregard, Editor at Booklist  
Pam Spencer Holley, YALSA

The meeting was called to order at 1:43 pm by Timothy Grimes, Chair.

**Introduction**

Grimes welcomed guests and committee members introduced themselves.

Due to several conflicting events, there was a brief discussion of quorum, which ended when Kinyon arrived (having been displaced from an earlier shuttle).

**ALSC/Booklist/YALSA Award Proposal Award**

Grimes asked for questions or concerns. Guests mentioned that the resources necessary for the Award were assembled by Booklist modeled on the Prince Award. Committee members complimented them on their use of appropriate partnerships and collaboration.

Ralston moved to approve the motion, Bishoff seconded it. No one opposed it. **The award was approved.**

**The award currently known as: ALA Public Programs Office/Cultural Communities Fund; Sara Jefferies School Library Program Award**

The proposal was initially brought to the Saturday meeting and the Committee discussed the changes that need to be made to this award. No representatives from the requesters were present. However, there are some changes that need to be made before the Committee is ready to approve the award. There was also a question about the Challenge Grant from the National Endowment for the Humanities about the necessity of approving this award quickly.

Grimes will follow up with Fiels to try to get ALSC and AASL (American Association of School Librarians) involved.

After the remaining questions are answered Bishoff and Malden will follow up with the Committee.

**Changes requested before approval are:**

- Change the name of the award, as it is too similar to another award
- Make sure the composition of the jury is spelled out, including how many members it will include, who will be represented and who will appoint the jury. More specifically will PPO and AASL have representatives and who will appoint them?
- What are the administrative costs of this award?
- Is there money allocated for travel to conferences? Was this a stipulation of the donors? (the award clearly says:

“The winner is asked to participate in a conference program or online meeting to showcase the winner as a model for excellence for other school libraries.”

- A clear time frame for when each piece of this award would be done (call for nominations, jury selection, announcement of winner, etc.)

**Award Manual Revisions**

Please see Manual for revisions made, especially pp. 6-7, 11, 13-16, and 19. Attached as a separate document.

Bishoff agreed to draft a template for suggested future award proposals. Zeidman-Karpinski agreed to help.

**Discussion about cultivating future awards**

Committee suggested working with the Development Office on this.

There was also a suggestion that we get a representative from BARC to talk to us about the process.

Many agreed that we needed to raise awareness about awards and what they entail.

There was talk about promoting donor recognition for the awards. Suggestions included: Cocktail parties, reception earlier in the conference, have award winners wear a special badge, have winners be at donors' booths, meet with the donors and ask them what ideas they have and what they'd like to see happen with the recipients of their awards.

Malden and Grimes will suggest this with the new chairperson, Christine Bradley

The meeting was adjourned at 3:30 pm.

Respectfully submitted by Ann Zeidman-Karpinski, ALA Awards Committee Member

Association of College & Research Libraries  
50 E. Huron St. Chicago, IL 60611  
800-545-2433, ext. 2523  
[acrl@ala.org](mailto:acrl@ala.org), <http://www.acrl.org>



### Board of Directors Action Form

**To:** ACRL Board of Directors  
**Subject:** Rename and accept sponsorship for Instruction Publication of the Year Award  
**Submitted by:** Lisa Hinchliffe, Chair, Instruction Section  
**Date submitted:** April 1, 2006

**BACKGROUND:** The Instruction Publication of the Year Award has been awarded by the ACRL Instruction Section since 1993. The award recognizes an outstanding publication related to instruction in a library environment published in the preceding two years. From the time of its establishment, the award has been "unfunded" – there is no monetary award to the awardees and no administrative funding for the costs of administering the award. Emerald Group Publishing expressed interest in honoring Ilene Rockman's professional contributions after her untimely passing. Mary Ellen Davis, ACRL Executive Director, has received a formal letter of agreement to sponsor the award for \$3000 for the award winner and to fund the 20% administrative cost rate (additional \$600) annually, beginning in 2006 through 2010. The award would be re-named the Ilene F. Rockman Instruction Publication of the Year Award. The Executive Committee of the ACRL Instruction Section has approved the proposed name change and accepting the sponsorship. The matter is now sent for ACRL Board Action.

**ACTION RECOMMENDED:** Approved name change for Instruction Publication of the Year Award to Ilene F. Rockman Instruction Publication of the Year Award and accept award sponsorship from Emerald Publishing (\$3000 for award winner and \$600 for administrative costs annually).

**STRATEGIC GOAL AREA SUPPORTED: Please add additional sheets as needed to explain. (Select the goal area that will be affected most by this action.)**

Strategic Area: Higher Education and Research

\_\_\_\_\_ **Goal Area: Learning**

ACRL and its members are recognized as collaborative leaders in teaching lifelong learning skills, improving techniques for assessing learning outcomes, and in creating environments for discovery.

\_\_\_\_\_ **Goal Area: Scholarship**

ACRL and its members are recognized as authorities on knowledge management; and the creation, collection, preservation, access, and exchange of information.

\_\_\_\_\_ **Goal Area: Advocacy**

ACRL has greater influence on the higher education and research environment.

*Electronic submission is preferred for all Board actions. If electronic submission of the entire document is not possible, please send the Action Form to ACRL staff electronically and the remainder in hard copy.*

**Strategic Area: The Profession**

**Goal Area: Continuous Learning**

ACRL provides continuous learning opportunities enabling members to strengthen their effectiveness and achieve recognition as valued contributors to their academic and research communities.

**Goal Area: Leadership**

ACRL members achieve recognition as leaders and advocates for academic and research libraries.

**Goal Area: Information Technology**

Academic and research librarians are leaders in using information and academic technologies to create and manage information resources and to deliver library and information services.

**Strategic Area: The Association**

**Goal Area: Membership**

ACRL's membership growth builds on retaining core membership while recruiting from new and diverse communities.

**Goal Area: Sustainability**

ACRL will have the fiscal resources, staff expertise, and organizational structure to advance the association's strategic plan.

**FISCAL AND STAFFING IMPACT:** As the award already exists, there is no impact on staff time to have the award – the staffing impact is to change the name of the award on the website and in various print materials and to receive the administrative costs payment and process it. The fiscal impact is that this unfunded award is funded through 2010.

**MOTION:**  Above recommendation moved  No motion made  Motion revised (see motion form)

Moved by:

Seconded by:

**ACTION TAKEN:**  Motion Approved  Motion Defeated  Other: \_\_\_\_\_

Minority vote (list names):

*Electronic submission is preferred for all Board actions. If electronic submission of the entire document is not possible, please send the Action Form to ACRL staff electronically and the remainder in hard copy.*

Ms Mary Ellen Davis  
Executive Director  
Association of College and Research Libraries  
50 East Huron Street  
Chicago, Illinois 60611



24 March 2006

Dear Ms Davis,

I have been working with Lisa Hinchliffe, Chair of the Instruction Section, and indirectly with Megan Bielefeld from your office on the process for sponsoring the Instruction Section's publication award. I am pleased to write and confirm that Emerald is committed to sponsoring this award in honor of Dr. Ilene F. Rockman, long-time editor of the journal *Reference Services Review* and esteemed librarian.

This letter serves as official notice of Emerald's agreement to sponsor the award at \$3000 for the award winner and to fund the 20% administrative cost rate (additional \$600) annually, beginning in 2006 and continuing through 2010. With the Instruction Section, we support the naming of the award as the Ilene F. Rockman Instruction Publication of the Year Award and I understand that Lisa Hinchliffe will work with your staff for all necessary approvals and documentation related to this name change.

Emerald is most pleased to work with ACRL and the Instruction Section on this matter and to honor Ilene's memory with this award. Please contact me with any questions.

Sincerely,

Eileen Breen  
Managing Editor, *Reference Services Review*

Cc: Lisa Janicke Hinchliffe, Chair, Instruction Section (University Library, 1408 West Gregory Drive, Urbana IL 61801)

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## **Proposal to the PLA Board for the creation of the Gordon M. Conable Award**

**1. Name of Award: Gordon M. Conable Award**

**2. Definition, Purpose and Criteria:** This award honors a public library staff member, a library trustee, or a public library which has demonstrated a commitment to intellectual freedom and the Library Bill of Rights.

The recipient of the Gordon M. Conable Award must have demonstrated a commitment to intellectual freedom and the Library Bill of Rights in various ways, including, but not limited, to the following:

- Developed and promoted collections that include diverse points of view
- Provided programs that promote community dialog on controversial issues
- Created and nurtured an organizational climate that fosters an understanding of the Library Bill of Rights amongst the library staff, library board, and elected and appointed officials
- Initiated activities at the local, state, or national level that promote, support, or defend intellectual freedom, the Library Bill of Rights, or the First Amendment
- Guaranteed open access to library materials and services for children and young adults
- Guaranteed open access to electronic information
- Defended library materials, programs, or services when confronted with a censorship challenge.

Self-nominations, as well as nominations of others, are welcome.

**3. Number and Frequency of Award:** The award would be given annually to a public library staff member, a library trustee, or a public library.

**4. Selection of Jury to Administer the Award:** The jury will consist of 5 – 7 members appointed by the PLA President.

**5. Deadline for Nomination of Candidates:** Unless otherwise specified by PLA, the deadline for nominations will be December 1.

**6. Screening of Candidates and Recommendations:** Recommendations will be screened by the jury in accordance with standard practices observed by other PLA juries.

**7. Presentation of the Award:** This award will be presented at the PLA awards ceremony during the ALA Annual Conference.

Approved

PLA Executive Committee, 3/16/06

**8. Form and/or Type of Award:** The award will consist of a \$1,500 check and a commemorative plaque.

**9. Donor:** Library Systems & Services (LSSI) has consented to underwrite this award and the corresponding administrative fees. LSSI was Gordon Conable's employer at the time of his death. Their contact information is as follows.

Library Systems & Services, LLC  
Headquarters  
12850 Middlebrook Road  
Suite 400  
Germantown, MD 20874-5244  
(301) 540-5100  
(800) 638-8725  
Fax - (301) 540-5522

Contact person: Judy Pezzanite, Chairman of the Board and COO

## **The ALSC/Booklist/YALSA Odyssey Award for Excellence in Audiobook Production**

### **Background Information**

#### **What**

An award for the best audiobook produced for children and/or young adults during the preceding year.

#### **Who**

A committee made up of the following persons developed the rationale and requirements for this award:

**Producers:** Bruce Coville, Full Cast Audio; Tim Ditlow, Listening Library/Random House; Arnie Cardillo, Live Oak Media

**Booklist Staff:** Bill Ott, Editor & Publishers; Sue-Ellen Beauregard, Media Editor

**ALSC Members:** Mary Burkey, Chair Notable Children's Recordings; Ellen Fader, ALSC President

**YALSA Members:** Sharon Grover, Incoming Chair of Selected Audiobooks for Young Adults; Chair Pam Spencer Holley, YALSA President

### **Name Selection for Award**

The story of the wanderings of Ulysses, as he returns to his kingdom of Ithaca after the Trojan War, are ascribed to the blind poet Homer who either wrote, or dictated, the epic poem called *The Odyssey*. Whether this odyssey of Ulysses was based on one specific event, or many different ones, is argued by researchers today, though they all seem to agree that the poems comprising *The Odyssey* were originally told and retold in the oral tradition, hence the name for this award. The Odyssey Award allows us to return to the ancient roots of storytelling, while living in our modern world.

### **Why**

The youth divisions honor books and movies with awards, such as the Caldecott, Carnegie, Newbery and Printz, but there is no official ALA award for audiobooks, which constitute a fast growing areas of usage in libraries. Consider the following:

- Circulation for children's audiobooks rose 10.7 percent and the budget for these materials rose 4.8 percent (Audio Publisher Association, December 2004)
- The growth in circulation of audiobooks is outpacing overall library circulation. Book clubs are increasingly made up of hybrid listener-readers, and the market for children's audiobooks is booming! ("Loud, Proud, Unabridged: It Is Too Reading!"; *The New York Times*, May 26, 2005)

## Revisions based on ALA Awards Committee Input – Proposed Audiobook Award

The task force was asked to respond to the following areas [noted in boldface].

### **Evaluation of Award**

At the end of the first three years, the award will be reevaluated by a task force, composed of a group representative of audiobook publishers, Booklist personnel, and members from ALSC and YALSA. Reevaluation is to include discussion of any changes needed in policies and procedures as well as determination of continuation of award, whether it's appropriate to still give only one award with honor titles, and to see if ALSC and YALSA wish to continue their collaboration.

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### **Literary Merit**

Though literary merit is part of an excellent audiobook, it is not what creates the unified whole of the completely unique literary experience provided by an audiobook. For that experience, the following criteria are essential:

#### **Read-Alongs**

All literary genres are eligible for consideration, including read-alongs.

### **Financial Information**

Financial sheet attached as separate document.

## **The ALSC/Booklist/YALSA Odyssey Award for Excellence in Audiobook Production**

**Charge:** To annually select the best audiobook produced for children and/or young adults, available in English in the United States during the preceding year and, if desired, to also select honor titles.

### **Committee Members:**

The committee will consist of nine members: four members appointed by ALSC; four members appointed by YALSA; a chair, whose appointment alternates between ALSC and YALSA divisions; and a consultant from the staff of Booklist.

Members serve a one-year term beginning immediately after Midwinter and ending after Midwinter of the announcement year. All members are required to attend all Odyssey Committee meetings held during the selection process. In the event a member is unable to complete her/his term, the President of the appropriate division shall appoint a replacement from among the members of either ALSC's Notable Children's Recordings or YALSA's Audiobooks Selection Committee, with the replacement serving double-duty until end of that award cycle.

The chair is a voting member of the committee with all the rights and responsibilities of other members. In addition, the chair presides at all meetings of the committee and serves as a facilitator of both discussion and committee business. The chair has sole responsibility for any contact with publishers.

The Editor/Publisher of *Booklist* magazine will appoint a consultant to the Committee from among the magazine's Audiobooks staff. This consultant may participate fully in all book discussions but may not participate in voting.

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## **Calendar**

The Committee will observe the following calendar:

- October - Dec: Committee members and chair are appointed and the chair sends letters of welcome to committee members, which include a draft calendar and a copy of policies and procedures. The chair works with ALSC and YALSA staff to set initial meeting for the upcoming Midwinter as well as to determine method for best notifying publishers with an explanation of the award and a list of committee names and addresses. Appropriate award information for publishers and other interested parties will also be posted on the ALSC and YALSA websites.
- January - April: At Midwinter, the committee will have a voluntary organizational meeting to discuss criteria, set suggestion and nomination deadlines, and allow members to meet one another. Listening commences as audiobooks become available. Committee members suggest titles for award consideration to the committee as a whole. The chair compiles a monthly master list of suggested titles and distributes these updated lists to the committee.
- May: By May deadline, the chair will assemble and send to committee members a list of all suggested titles that will be discussed at the Annual meeting. Committee members will listen to all suggested titles in their entirety and maintain careful evaluative notes of the meritorious qualities of the work.
- Annual Conference: The committee meets in three closed sessions to discuss all titles suggested up to May deadline.
- June - October: Committee members continue to listen and each month, at an agreed upon time, suggest titles for award consideration. The chair will compile and distribute to committee members, monthly cumulative master lists of titles suggested since Annual.

Committee members will listen to all suggested titles in their entirety and maintain careful evaluative notes of the meritorious qualities of the work.

October:

**October 1:** Final date for producers to submit audiobooks for consideration.

**October deadline:** From the list of suggested titles, committee members nominate up to three titles for the voting ballot; members write annotations for each title. Chair compiles list of all nominated titles and sends list to members.

**October deadline –December deadline:** Committee members continue to listen and suggest titles for award consideration. The chair will compile and distribute master lists of newly suggested titles to committee members. Committee members will listen to all suggested titles in their entirety and maintain careful evaluative notes of the meritorious qualities of the work.

December - Jan:

**December deadline:** Committee members nominate three additional, and different, titles, with annotations, for the voting ballot. Chair compiles and sends a final annotated list of all nominated titles to members. Committee members will evaluate all nominated titles noting the qualities that match the award criteria.

Midwinter  
Conference

Committee meets in three closed sessions to select a winner and honor titles (if any) from the list of nominated titles. Winning titles are announced at the Youth Media Awards Press Conference.



## **Eligibility**

The ALSC/Booklist/YALSA Odyssey Award for Excellence in Audiobook Production shall be awarded annually to the best audiobook produced for children and/or young adults during the preceding year.

- All literary genres are eligible for consideration, including read-alongs.
- Audiobooks produced previously in another audio format are ineligible for consideration.
- The audiobook must have been designated by its publisher as intended for either young adults or children, who are defined as persons up to and including eighteen; works for this entire age range are to be considered.
- Audiobooks featuring single or full cast narration are eligible
- Audiobooks previously published in another country are eligible presuming they have also been distributed in the United States during the preceding year.
- "In English" means only audiobooks produced in English are considered, but this requirement does not limit the use of words or phrases in another language where appropriate in context.
- If no title is deemed sufficiently meritorious, no award will be given that year.
- The chair, with assistance from designated ALSC or YALSA staff, is responsible for verifying the eligibility of all nominated titles.
- The award will be presented to the publisher[s] of the winning and/or honor audiobooks.

## **Odyssey Award Criteria**

Though literary merit is part of an excellent audiobook, it is not what creates the unified whole of the completely unique literary experience provided by an audiobook. For that experience, the following criteria are essential:

### **General Guidelines**

This award recognizes excellence by a producer or director for accomplishment and/or innovation in the production of an audio program. The winning title must exemplify the highest standards of direction, narration, engineering, and technical achievement.

- Popularity is not the criterion for this award nor is the award based on the message or content of the book on which it is based.
- The committee must consider technical and aesthetic aspects, including the effective use of narration as well as music and sound effects when they are incorporated into the production. These elements must come together to create a unified whole.
- The audio must maintain and stimulate listeners' interest.

❖ **Production Qualities**

➤ **Narration:**

- Does the reader (or readers) have good voice quality, diction, and timing? Is the reader (or readers) believable and convincing?
- Does the reader (or readers) distinguish between characters by changing pitch, tone, and inflection? Are accents or dialects used and if so, are they handled authentically and consistently?
- Are all words, including proper nouns, locales, foreign terms, character names, and others pronounced correctly and consistently?
- Does the reader (or readers) avoid condescending vocal mannerisms and style and is the reading believable and convincing?
- Is the performance dynamic and does it reflect the expressive nature of the text?

➤ **Sound Quality**

- Is the sound sharp and clear with no obvious humming, distortion, or electronic interference?
- Does the sound quality remain consistent throughout the recording?

➤ **Background Music and Sound Effects**

- If music and sound effects are used, do they enhance the text and support the vocal performance?
- Does the music represent the emotional and structural content of the text?

❖ **Overall Rating**

**The sum of all the criteria should represent the highest achievement in audiobooks for children and/or young adults, including**

- excellence in narration;
- excellence of audio interpretation of story, theme, or concept;
- excellence of execution in the aural techniques of the medium, with adaptations of materials remaining true to, expanding, or complementing the work;
- excellence in the delineation through the audio medium of literary elements including plot, theme, characters, mood, setting, or information presented;

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- excellence in the appropriateness of technique or treatment to the story, theme, or concept.

## **Confidentiality**

As all nominated titles must be kept confidential, there will be no announcements of nominated titles. All committee meetings and discussions, including electronic discussions, are closed to YALSA and ALSC membership and the general public.

## **Nominations**

Committee members suggest audiobook titles beginning in March, with suggestions due each month from March through the end of the time period. Three nominations from each committee member are due, at agreed-upon deadlines, in October and three different nominations in December. Following this procedure allows committee members to reflect on what their peers consider to be award-worthy titles and narrows the list, leading to more efficient and productive meetings.

Each suggestion must be in writing on an official suggestion form [available from either the ALSC [ALSC@ala.org] or the YALSA Office [YALSA@ala.org] or online from either division's website [www.ala.org/alsc or www.ala.org/yalsa]. Each suggestion must include the following information: author, title, publisher, name of narrator/full cast info, price, ISBN, time of production, length, format and an annotation specifying those qualities that justify the title for consideration.

At the agreed-upon deadlines in October, and again in December, committee members submit three nominations each to the chair. Each committee sets these specific deadlines at its first midwinter meeting to accommodate the oddities of that year's calendar, the actual conference dates, and any conflicts that the chair may have that would prevent the compilation of suggestions and/or nominations.

## **Field Suggestions**

Field suggestions are encouraged. To be eligible, they must be submitted on the official suggestion form. Committee members will be notified of all field suggestions, which are eligible to be considered for nomination by members. Only those titles that have been nominated will be discussed at Midwinter and Annual Conference meetings, though a committee member may request that a suggested title be moved to the discussion list and thus treated as a nominated title. Furthermore, all nominated titles must be discussed. Publishers, authors, or editors may not nominate their own titles.

## **Voting Procedures**

Following discussion at Midwinter, balloting will begin. Members must be present to vote. Proxies will not be accepted.

## **Award Audiobook**

- Paper ballots will be used and tallied either by the chair or her/his designee(s).
- Members are reminded that, at this point, they are voting for the winner, NOT for honor titles. A separate ballot will be conducted for honor titles.
- On the ballot each member votes for her/his top three choices. First choice receives five points; second choice receives three points, and third choice receives one point. To win, a title must receive five first-place votes and must also receive at least five more points than the second-place title. If no title meets these criteria on the first ballot, any title receiving no votes is removed from consideration and a period of discussion of remaining titles follows. A second ballot is then conducted. Balloting continues in this fashion until a winner is declared.
- Members are reminded that, at this point, they are voting for the winner, NOT for honor titles. A separate ballot can be conducted for honor titles.

### **Honor Audiobook(s)**

- The results of the first ballot for the winning audiobook will be used for selection of the honor audiobooks with any title receiving no votes removed from consideration.
- The same voting procedure will be used to select the honor audiobooks.

### **Annotations and Press Release**

The committee is responsible for writing a press release; annotations for the winning title and honor audiobooks, though already written, are rewritten by the committee to ensure consistency. The chair divides up the titles among committee members to complete this task; the Booklist consultant aids the chair by reviewing these annotations and assisting with the writing of the press release. Both the annotations and the press release will mention the specific audiobook criteria which led to each title's recognition. ALA PIO provides specific information about the press release, annotations and the press conference.

Immediately after the press conference, the chair, and/or the appropriate divisional staff, will see that the ALSC and YALSA audiobook selection committees receive information about the winning and honor book title(s) appropriate for their lists, specific bibliographic information and annotations, for automatic inclusion on the final lists of these committees.

### **Relationship with Publishers**

Committee members are not to solicit publishers for copies of audiobooks, however they may accept any unsolicited ones that are offered or sent to them.

Committee members should not solicit publishers for favors, invitations, etc. If members receive these, however, they will use their own judgment in accepting. Publishers understand that such acceptance in no way influences members' actions or selections.

## Evaluation of Award

At the end of the first three years, the award will be reevaluated by a task force, composed of a group representative of audiobook publishers, Booklist personnel, and members from ALSC and YALSA. Reevaluation is to include discussion of any changes needed in policies and procedures as well as determination of continuation of award, whether it's appropriate to still give only one award with honor titles, and to see if ALSC and YALSA wish to continue their collaboration.

<b>Odyssey Expenses &amp; Revenues</b>				
	<b>FY2007</b>	<b>FY2008</b>	<b>FY2009</b>	<b>FY2010</b>
<b>Expenses</b>				
Start-up costs: design of medal/honor certificates	-5000			
Minting of medal/honor certificates for winners		-300	-300	-300
Administrative costs/mailling/staff time	-1200	-1200	-1200	-1200
Production of award seals		-1550	-1600	-1650
ALA overhead on seals revenue (12.5%)		-500	-625	-750
<b>TOTAL EXPENSES</b>	<b>-6200</b>	<b>-3550</b>	<b>-3725</b>	<b>-3900</b>
<b>Revenues</b>				
Booklist contribution toward medals/certificates		300	300	300
Booklist contribution toward administrative costs	1200	1200	1200	1200
Award seals sales		4000	5000	6000
<b>TOTAL REVENUES</b>	<b>1200</b>	<b>5500</b>	<b>6500</b>	<b>7500</b>
<b>NET REVENUE (Odyssey shows positive net revenue in second year)</b>	<b>-5000</b>	<b>1950</b>	<b>2775</b>	<b>3600</b>
<b>RUNNING TOTAL</b>		<b>-3050</b>	<b>-275</b>	<b>3325</b>

**Start-Up Costs:** YALSA's share of start-up costs will come from the interest received from the William Morris Endowment; ALSC's share of start-up costs will come from revenues it collects from its overall awards program, the bulk of which comes from awards seals sales. ALSC and YALSA will share 50/50 in all expenses not covered by *Booklist* and revenues.

**Continued Financial Support:** *Booklist* has committed to a minimum of five years to providing financial support to the Odyssey Award. Expenses and revenues relating to the award will be evaluated regularly, and adjustments will be made as necessary to ensure its fiscal health.

**Marketing Overview:** Marketing costs will be covered through in-kind contributions from *Booklist*, ALSC and YALSA. *Booklist* will offer a space advertisement, promotion on *Booklist* Online, and an exclusive interview with the winner to help promote the Award. ALSC and YALSA will also promote it using their journals, listservs and other appropriate means. *Booklist*, ALSC and YALSA will also work with ALA's PIO to ensure adequate media coverage. An award ceremony is currently under consideration, and could either be a regular conference program, or a ticketed event. For the first year, the award could also be presented and featured at the *Booklist* Books for Youth Forum, a successful and well-attended annual event held Friday evening at ALA's Annual Conference.