American Library Association
Committee Information Update Report

Report for Annual – The ALA-CBC Joint committee meets in the Fall and the Spring in New York – this report covers the Spring meeting which took place on March 30, 2012

Name of Committee:
ALA-CBC Joint Committee

Chair:
Julie A. Cummins

Members Present:
Victoria Stapleton
Marilyn Ackerman
Julie A. Cummins
Maria B. Salvadore
Molly Thomas
Aimee Strittmatter
Jason Wells
Lucinda Whitehurst
Ayanna Coleman
Robin Adelson

Others Present:
Macey and Mark from ALA in the Media and Publicity Department (on the phone)

Accomplishments:
• Phone call with ALA Publicity to discuss Children’s Media Award publicity and how publishers may be able to help on that front.
• Jason will make a task force for publicity, the CBC will contact our publishers for statistical information, and we will come together and make a plan.
• Home Library Booklist completed. The CBC will be able to make the list available as a web-based document. Due April 15th.
• Committee agreed that a new list to should be implemented in the next two years for ALSC: popular picks for the pre-teen, a list that would solicit input from children with a virtual platform.

Other Comments/Information:
• Established that morning shows want to know early (weeks before the awards) to prepare, and then give them the first TV interview. They like to interview people beforehand to get a sense of personality before going on the air. Other options in addition to Today Show: Live with Kelly, The View, The Chew, NPR, and Al Roper’s book club.
• Bookish is a website launching in May that wants to expand and get into the public and school library market with a designated section for kids and teens. The site also has the potential to become a great resource for research, when kids’ create book reviews and book talks, etc.

Planned activities for upcoming year:
• Home Library Booklist due every other year on April 15th.
Please return the completed form to Kerri Price, (kprice@ala.org) COO Staff Liaison, American Library Association, 50 E. Huron Street, Chicago, IL 60611.