

AMERICAN BOOKSELLERS ASSOCIATION

July 7, 1982

Ms. Judith Krug
American Library Association
Office for Intellectual Freedom
c/o Franklin Plaza Hotel
Two Franklin Plaza
Philadelphia, PA 19103

Dear Ms. Krug:

One of the most successful portions of the recent ABA Convention in Anaheim was our Banned Books Exhibit. It featured nearly 500 books that had been banned over the years or for which banning had been sought. The books were displayed in the Convention Center's entrance lobby in large metal cages that were padlocked with a sign hanging overhead that proclaimed, "Caution! Some People Consider These Books Dangerous." A catalog of titles, much more extensive than the exhibit, was given away. We are indebted to many organizations, including the ALA, for furnishing us with source material for the catalog. A copy is enclosed for you here.

At the close of the Convention the idea of sponsoring a Banned Books Week generated great interest. NACS and ABA will co-sponsor the event which is set for September 5 - 11. It is our plan to send a packet of materials to all our member stores (some 7,800 outlets) encouraging them to highlight the week by creating window displays and/or in-store displays from the books on their shelves that appear on the list. To be included in the packet are the following items:

1. A cover letter from ABA and NACS executive directors explaining the event and encouraging store participation.
2. A copy of the 17-page listing of banned books so that each retailer can pull the books from their shelves or, if they wish, order display copies.
3. A 19" X 23" display poster, using the same slogan we used in Anaheim.
4. A promotion piece from the American Society of Journalists and Authors to point out the availability of their "I Read Banned Books" buttons.
5. A request for contributions to the Media Coalition of which ABA is a contributing member.
6. A model press release about the event with the suggestion that stores seek coverage in their local newspapers or on their local radio or television stations.
7. A reprint of an article from "American Bookseller" giving hints on how others have displayed books to point up the problem of book banning.

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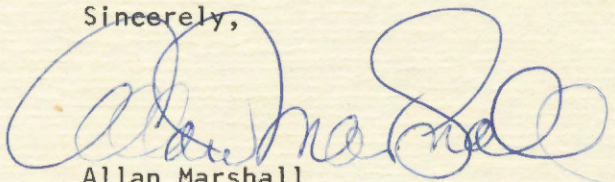
We, of course, will support the effort with articles in "American Bookseller" and "ABA Newswire". I'm sure NACS will do likewise.

As I explained to you on the telephone, we have been in touch with Carol Nemeyer and she suggested that both the Freedom to Read Board and the Office of Intellectual Freedom Executive Board might be interested in our plans and might wish ALA to participate on some level. We would welcome your endorsement and your joining us as a co-sponsor. Carol has indicated that the cost of mailing packets to all your member libraries is just not feasible. The way ALA could best participate, it seems to us, is to publicize Banned Books Week to its members (through "American Libraries", etc.) pointing out the availability from ABA of the promotion packet at a cost to your members of \$5 each.

As usual, we are working on a very tight schedule and would need to know as soon as possible if, and in what way, ALA might participate. Should you have an answer for us...or any questions, Bob Hale or I can be reached here at the ABA at 212/867-9060.

Thanks for your interest.

Sincerely,



Allan Marshall
Administrative Coordinator

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Enc.