

**YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 24 - 28, 2011**

Topic: Award Seal Usage Guidelines

Background: In May of 2011 the issue of award seals and e-books came up at ALA Headquarters due to a request by a publisher to use the Newbery seal on an e-book. An internal discussion among units who have award seals took place, and it was discovered that different units have differing opinions on the appropriateness of using an award seal on an e-book. YALSA's Board may want to consider the need for developing a policy or guidelines around appropriate use of award seals, particularly in reference to allowable use on different formats, to share with publishers.

Action Required: Action

Information regarding other award seals:

- The ALSC practice for seal use does not allow a video or audiobook to bear a print format book award seal, and as per the ALSC Executive Director, an e-book falls under this category as a different format from the print version.
- As per ALSC's Executive Director, e-books are specifically ineligible for consideration for ALSC's book awards. The Caldecott, Geisel, and Sibert awards specifically consider illustration and graphical representation, and image quality is currently an issue for e-books. To allow an e-book to carry a Newbery seal image, for example, would then beg the question of why it wasn't eligible to begin with.
- EMIERT does not have a seal usage policy or guidelines for CSK at this time.
- The National Book Award web site doesn't list any policy regarding use of their seal image and e-books.

Questions to consider:

- Should an e-book be considered a different format when determining appropriate usage of YALSA award seals for print book awards?
- Should e-books be able to carry a digital image of a YALSA book award seal?
- Is it necessary to create a statement or guidelines on the appropriate use of YALSA award seals, including use on various formats, to help publishers and librarians? Currently, all that ALA has in place is what is provided from the link below.
- Other?

Proposed next step:

- The Board designates a group to examine the issue, including develop of udelio

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