

The Use of

Recommended by the American Library Association

by Publishers and Bookdealers

Issued by Publishing Services, AMERICAN LIBRARY ASSOCIATION
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The American Library Association reviews books through several of its media and also from time to time prepares lists of books. The purpose of these reviews and lists is to aid librarians in the selection of materials suited to the needs and interests of their library users. The Association may recommend the acquisition of certain titles for certain types of libraries and specific users. It occasionally may list a title as "not recommended"; however, it does not use terms such as "approved" or "disapproved."

The Association is seriously concerned about the phrase, "Recommended by the American Library Association," or a variation of this phrase, as used by some publishers and bookdealers. Standing by itself, this phrase has almost no meaning, and the Association requests that this expression not be used by publishers and bookdealers in the future. Specific phrases, such as: "Included in Outstanding Reference Books, 1969," "Included in Basic Book Collection for High Schools," and "Favorably Reviewed in RQ," should be used. All ALA periodicals, review media, and lists do not have the same policies of inclusion and/or recommendation. The following "Guidelines to the Use of ALA Review Media and Lists" explains the

basic inclusion of these tools and provides further guidance for references to them.

Guidelines to the Use of ALA Review Media and Lists

ALA Review Media

The Booklist. Books and materials recommended for library purchase are listed in *The Booklist*.

The Reference and Subscription Books Review. Published within *The Booklist*, this section reviews reference and subscription books. These reviews are prepared by members of the Reference and Subscription Books Review Committee of the American Library Association. Both books recommended for purchase and those not recommended are reviewed. Permission to quote such reviews is limited and must be obtained from the American Library Association, Office of Rights and Permissions (50 East Huron St., Chicago, Ill. 60611).

CHOICE. This journal reviews books and other media and evaluates them for college libraries. It may recommend for or against purchase for specific circumstances. As with *The Booklist*, references to a *CHOICE* recommendation should include the date of the issue of the periodical.

Other ALA periodicals. The major divisional journals of the American Library Association (*College and Research Libraries*, *Journal of Library Automation*, *Library Resources and Technical Services*, *RQ*, *School Libraries*, and *Top of the News*) carry book reviews. In nearly all instances these are signed reviews and represent the opinions of the authors of the reviews. A recommendation by a reviewer in a divisional journal is *not* necessarily a recommendation by the Association and should not be referred to as "recommended by ALA."

ALA Lists

ALA lists most frequently referred to are *Basic Book Collection for High Schools*, *Book Bait*, *Books for College Libraries*, *Books for Elementary School Libraries*, *Books for Junior College Libraries*, *Doors to More Mature Reading*, *Periodicals for School Libraries*, *Reference Books for Small and Medium-sized Public Libraries*, the annual "Notable Books" lists (both adult and children), and the annual list of outstanding reference books (Reference Services Division). Books appearing on ALA lists are selected with specific needs in mind. A title on one list might not be suitable for another. While a basic collection is a useful guide to selection for a children's library, for example, not all the books in the collection would be recommended for all children. Hence, there is no general "recommendation" of any book.

The annual lists present outstanding titles for adults, youth, and children and outstanding reference books published within a specific year. These are "recommended"

titles from a single year's publishing effort; any reference to a title listed on these announcements should indicate the year of listing.

Use of Codes by Publishers and Bookdealers

The Association recognizes that publishers use codes in their catalogs to identify ALA publications or "recommendations" for reason of economy and because of space limitation. The Association urges that purchasers note the copyright date of the publication for currency of the review.

The Association also requests that codes not be used in catalogs prepared for markets other than libraries.

Program Recommendations

The American Library Association is always interested in publishing and book-distribution programs that improve libraries and increase the use of library materials. However, the Association does not give its endorsement to specific programs. Catalogs issued by publishers, jobbers, lease-purchase companies, or others suggesting that the entire program is recommended by the Association (perhaps because some or all of the materials may have been favorably reviewed by ALA's media) are misleading and misrepresent the intent of ALA's materials selection tools.

Occasionally librarians serving as consultants for other publishers are listed with their ALA division or committee titles. The recommendations of such consultants should not be construed as an ALA endorsement of the consultant. The Association, therefore, requests that ALA titles not be used when a consultant makes a personal endorsement.