

21st December, 1970.

Miss M. Edwards,
The Publishers Association,
19 Bedford Square,
London, W. C. 1.

Dear Marilyn,

I enclose what I think are the final rules plus covering note. These incorporate the few corrections made at the meeting and a couple of corrections suggested by our lawyer which make no real difference.

I am assuming that the typed rules are simply going out to publishers but that you will be writing an actual release for the press. We would love to have a sight of that release before you actually circulate it to the press. I think now we have given ourselves a little more time that should be possible.

Have a lovely Christmas.

Yours,

(J. N. Murphy).

THE BOOKER PRIZE FOR FICTION

Details and rules of the competition for the Prize to be awarded in 1971

1. The Prize

- (a) The Prize is £5,000 and it will be awarded in November 1971 to the author of "the best full-length novel in the opinion of the judges" that is eligible for the Prize.
- (b) The panel of judges will be chosen jointly by the Publishers Association and Booker McConnell Ltd.

2. Eligible Books

- (a) All full-length novels written in English by citizens of the British Commonwealth, Eire and South Africa, and first published or scheduled for publication in the United Kingdom between 1st September and 15th November 1971 by a United Kingdom publisher are eligible for entry for the Prize (but please see 3. below).
- (b) Any English translation of a book written originally in some other language is not eligible.
- (c) Previous publication of a book outside the United Kingdom does not disqualify it.
- (d) The decision of the judges as to whether a book is eligible shall be binding.

3. Entry of Books

- (a) Each United Kingdom publisher who publishes works of fiction may enter not more than two full-length novels, with scheduled publication dates between 1st September 1971 and 15th November 1971. These may be submitted in the form of proofs or advance sewn quires or finished copies, should the last happen to be available sufficiently early. Entries must be submitted between 1st January 1971 and 1st July 1971: but if publishers know that copies of an eligible book, which they wish to submit, will be available between 1st July 1971 and 1st August 1971, they must inform the judges by 1st July 1971 and submit copies by 1st August 1971. Six copies of each entry must be submitted to the "Judges of the 1971 Booker Prize for Fiction", care of The Publishers Association, 19 Bedford Square, London, W. C. 1.

3. Entry of Books (continued)

- (b) In addition, each publisher may submit a List of further titles published or to be published by them between 1st January 1971 and 15th November 1971 (i. e. already published or still in proof), which will be passed on to the judges who will decide whether any of the books listed should be called in for consideration. Six copies of each such list must be submitted to the address above by 1st July 1971 and six copies of any book called in by the judges, which will then become eligible, must be sent later, if requested.
- (c) The judges may also, not later than 1st September 1971 call for any book published or to be published between 1st January 1971 and 15th November 1971, even if such a book does not appear on publishers' lists referred to in (b) above. Any book so called for becomes an eligible book. In that event the publisher will be asked to submit six printed copies of the book to the above address.

Any book entered by publishers or called in by the judges will not be returned to the publishers.

4. Conditions of Award

An eligible book which is entered for the Prize shall not qualify for the award unless its publisher agrees:

- (i) to spend not less than £500 on direct, paid for, media advertising of the winning book, including a winning poster, within the three months following the announcement of the award, and
- (ii) to contribute up to £40 towards co-operative advertising if the book reaches the short list, and
- (iii) to have not less than 3,000 copies of the winning book in stock and available to booksellers on the day of the announcement of the award. (A minimum of five weeks' notice will be given to the publisher of the winning author's book), and
- (iv) not to divulge the name of the winning author or book before the award is announced by the judges.

21st December, 1970.

New Policy for The Booker Prize for Fiction

The timing of the Prize and the system whereby novels are submitted for it will be altered for 1971.

The date of the announcement of the Prize should be brought as close as is reasonably practical to the publication date of the winning novel.

As the Autumn is broadly the main publishing season and in order to try and achieve the object in the second paragraph above the Booker Prize will become an Autumn Prize.

A short list will be announced approximately on 1 October, 1971 and the winner on 15 November at the latest.

Under this arrangement the panel of judges will, of course, be making their decisions before some of the books are published and will be reading proofs, or advance quires, or conceivably finished copies should the book happen to be printed some time before publication.

It is of course possible that the prizewinning novel will be a book called in under 3 of the detailed rules attached. Whilst it is hoped that the winning book will be an Autumn novel, since in that event the promotional value of the Prize will be considerably enhanced, the prime consideration of the judges will, of course, remain merit. It is naturally also hoped that the Prize will whenever possible encourage publishers to issue their leading contenders during the Autumn season.