

DRAFT

Meeting at the Publishers' Association, 19 Bedford Square, London, W. C. 1.
on Tuesday 1st October, 1968.

Mr. Peter du Sautoy took the chair.

1. Miss Mortimer produced to the meeting approximately 70 letters of acceptance to the Press Conference. She informed the meeting that many of those unable to attend would cable their congratulations and support for the Prize.

2. It was suggested that a Letter of Understanding be signed by both Bookers and the Publishers Association at the luncheon on 3rd October. This was agreed to be desirable.

Mr. Maschler was anxious that Bookers would not withdraw from the Prize after the end of the 7 year period if the Prize had proved to be successful. He suggested that a clause be inserted into the Memorandum of Understanding to this effect.

Mr. Tyrrell commented that if the Prize was the success that everyone hoped it would be, then it was highly unlikely that Bookers would wish to withdraw at the end of the 7 year period, although at this stage he could not undertake to underwrite the Prize for longer than this period.

Mr. Tyrrell then drafted a clause for addition to the Memorandum, which was approved by the meeting, and Mr. Tyrrell undertook to get legal approval of it.

Mr. Murphy told the meeting that the Rules of the Prize had been approved by Tax Counsel and the Prize could now be termed a charity.

3. Press Conference

The meeting went on to discuss the press conference. It was agreed that Mr. du Sautoy should take the chair if Mr. Webb was unable to return from Prague. It was agreed that Mr. du Sautoy should introduce Mr. David Powell and the panel of judges.

A draft of Mr. Powell's speech was read to the meeting. Miss Mortimer suggested that the words "for fiction" be deleted from the title of the Prize and this was agreed.

~~It was suggested that Mr. Webb's speech should be the~~
~~best book~~

Mr. du Sautoy's speech was discussed and various suggestions were made for incorporation into it. It was agreed that Mr. du Sautoy should dwell upon the background of the Prize and its hoped for after effects. Mr. Maschler spoke of the after effects achieved by the winning of the Prix Goncourt. The occasion of the presentation of the Prize was also discussed. It was agreed that it should be stressed that this would be a major literary occasion and interest in the Prize would be stimulated by the release of a

short list sometime before the presentation, also the fact that television coverage was ~~expected~~ expected. The importance of non-leakage by the winning publisher was heavily stressed.

4. Publicity

The meeting went on to discuss publicity for the Prize. Mr. Maschler said that it was the intention to produce colophon type display material. The winning publishers would be given the display blocks and a symbol for the Prize would be designed to give continuity from year to year.

Mr. du Sautoy agreed to write to the members of his association giving them the details of the Prize.