YALSA Board of Directors  
Midwinter Meeting, Seattle  
January 25-29, 2019

Topic: Communications Report

Background: A communications report from Anna Lam, YALSA’s Communications Specialist, is provided below with information about communications-related projects since Annual 2018. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING/ADVERTISING

- Marketing efforts between Annual 2018 and now have focused on YALSA’s book awards and lists, member awards and grants, webinars, online courses, YALSA publications, Teen Read Week™, Teen Tech Week™, Summer Learning, YA Symposium, and more.

- An ad promoting the 2018 symposium was placed in the Oregon Library Conference program book.

- As of December 14, YALSA has 45,544 followers on Twitter and 14,531 likes on Facebook.

PERIODICALS

- YALS has 104 subscribers. YALS has been a bit behind schedule this year and Fall 2018 issue just went live on December 4.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Total Pageviews</th>
<th>Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2018</td>
<td>17,071</td>
<td>12,880</td>
</tr>
<tr>
<td>Summer 2018</td>
<td>23,312</td>
<td>17,164</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>19,648</td>
<td>13,690</td>
</tr>
</tbody>
</table>

- The YALSA eNews is distributed weekly. For 2018, the average open rate was 19.8% with an average open rate of 4.73%.
• The Hub: Between June-December 2018, The Hub has had over 214,370 (as of Dec. 14) pageviews, while in June-December 2017, there were 234,567 pageviews.
  o Total pageviews in 2018: 401,147
  o Total pageviews in 2017: 420,883

• YALSAblog: Between June-December 2018, the YALSAblog has had over 83,377 (as of Dec. 14) pageviews, while in June-December 2017, there were 86,411.
  o Total pageviews in 2018: 150,730
  o Total pageviews in 2017: 153,382
  o Allison Renner will not be renewing her contract as YALSAblog member manager. The search for a new member manager is almost complete. An announcement is anticipated by the end of December.

• Journal of Research on Libraries and Young Adults (JRLYA) published a new volume with one new issue:
  o Vol. 9 N. 1: July 2018
    ▪ Asian American Teen Fiction: An Urban Public Library Analysis
    ▪ Happiness at the End of the Rainbow: Exploring Happy Endings in Young Adult Literature with Queer Female Protagonists, 2009–2017
    ▪ INFLO-mation: A Model for Exploring Information Behavior through Hip Hop.
    ▪ Middle-Schoolers’ Perceptions of Government: Intersection of Information and Civic Literacies.
  o A call for papers for a special themed issue is currently open through December 31st with a possible extension.

PUBLIC RELATIONS
• Since Annual 2018, YALSA has issued 21 press releases on topics such as YALSA book awards and lists, member awards and grants, Future Ready project, publications, summer learning, Teen Read Week™, Teens’ Top Ten, Teen Programming HQ, Train the Trainer project, YALSA’s YA Services Symposium, and more.

PUBLICATIONS & PRODUCTS
• Since Annual 2018, YALSA has published one new print publication in October, Teen Summer Learning Programs: From Start to Finish.

PUBLICATION SALES

<table>
<thead>
<tr>
<th>YALSA Self Publications</th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Edwards Seal</td>
<td>$184</td>
<td>$3,250</td>
</tr>
<tr>
<td>Hands On Learning and the</td>
<td>--</td>
<td>$68</td>
</tr>
<tr>
<td>EXCELLENCE IN NONFICTION</td>
<td>$12,770</td>
<td>--</td>
</tr>
</tbody>
</table>
### EXCELLENCE IN NONFICTION SEAL
- **EXCELLENCE IN NONFICTION SEAL**
  - **$525**
- **--**

### MICHAEL L PRINTZ AWARD SEALS
- **MICHAEL L PRINTZ AWARD SEALS**
  - **$4,800**
- **--**

### MICHAEL L PRINTZ HONOR SEAL
- **MICHAEL L PRINTZ HONOR SEAL**
  - **$123,905**
  - **$46,325**

#### Practical Programming: The
- **Printz Gold Seals**
  - **$1,022**
  - **$68**
- **Printz Silver Seals**
  - **$1,227**
  - **$93**

#### Putting Teens First in Library
- **Putting Teens First in Library**
  - **$10,128**
  - **$6,586**
- **Putting Teens First in Library**
  - **$170**
  - **$23**
- **Putting Teens First in Library**
  - **$47**
  - **--**

#### Teen Read Week and Teen Tech
- **Teen Read Week and Teen Tech**
  - **$413**
  - **$35**

#### Teen Services 101: A Practical
- **Teen Services 101: A Practical**
  - **$2,613**
  - **$468**
- **Teen Services 101: A Practical**
  - **$80**
  - **--**
- **Teen Services 101: A Practical**
  - **$25**
  - **--**

#### Teen Summer Learning Programs:
- **Teen Summer Learning Programs:**
  - **--**
  - **$1,884**
- **Teen Summer Learning Programs:**
  - **--**
  - **$36**
- **Teen Summer Learning Programs:**
  - **--**
  - **$23**
- **The Complete Summer Reading**
  - **$186**
  - **--**
- **Welcome to the Library: Teen**
  - **$225**
  - **--**

### WILLIAM C MORRIS AWARD HONOR
- **WILLIAM C MORRIS AWARD HONOR**
  - **$4,775**
  - **$1,550**

### WILLIAM C MORRIS AWARD SEAL
- **WILLIAM C MORRIS AWARD SEAL**
  - **$34,500**
  - **$525**
- **William C. Morris Award Honor**
  - **$490**
  - **$55**
- **William C. Morris Award Seal**
  - **$384**
  - **$28**

#### YALSA Nonfiction Award Finalist
- **YALSA Nonfiction Award Finalist**
  - **$357**
  - **$67**

#### YALSA Nonfiction Award Nominee
- **YALSA Nonfiction Award Nominee**
  - **$133**
  - **$13**

#### YALSA's Top Reads Bundle
- **YALSA's Top Reads Bundle**
  - **$93**
  - **--**

#### YALSA's Top Reads: Community
- **YALSA's Top Reads: Community**
  - **$29**
  - **--**

#### Young Adults Deserve the Best:
- **Young Adults Deserve the Best:**
  - **$718**
  - **--**
- **Young Adults Deserve the Best:**
  - **$490**
  - **--**
- **Young Adults Deserve the Best:**
  - **$225**
  - **--**
- **Young Adults Deserve the Best:**
  - **$175**
  - **--**

### YALSA Publications by ALA Editions

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<tr>
<th>Title</th>
<th>2018</th>
<th>2019</th>
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<tr>
<td>EVALUATING TEEN SERVICES &amp;</td>
<td>$1,275</td>
<td>$442</td>
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<tr>
<td>Outstanding Books for the</td>
<td>$1,022</td>
<td>$193</td>
</tr>
<tr>
<td>Young Adults Deserve the Best</td>
<td>$538</td>
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</tr>
<tr>
<td>Intellectual Freedom for Teens</td>
<td>$491</td>
<td>$122</td>
</tr>
<tr>
<td>Multicultural Programs for</td>
<td>$235</td>
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<tr>
<td>Young Adults Deserve the Best</td>
<td>--</td>
<td>$90</td>
</tr>
<tr>
<td>BEING A TEEN LIB SERVICES</td>
<td>$193</td>
<td>$89</td>
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<tr>
<td>ANSWERING TEENS' TOUGH</td>
<td>$168</td>
<td>$48</td>
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<tr>
<td>HIT LIST FOR YOUNG ADULTS 2:</td>
<td>$105</td>
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<tr>
<td>Sizzling Summer Reading Progs.</td>
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<td>$31</td>
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<tr>
<td>Evaluating Teen Services and</td>
<td>$76</td>
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YALSA Board of Directors – Midwinter Meeting, 2019

Topic: Communications Report

Item #39

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
<th>Discount</th>
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<tbody>
<tr>
<td>Risky Business: Taking and Choosing</td>
<td>$40</td>
<td>$23</td>
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<tr>
<td>Quick and Popular Reads for Young Adults</td>
<td>$35</td>
<td>$6</td>
</tr>
<tr>
<td>Risky Business: Taking and Choosing</td>
<td>$16</td>
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</tr>
<tr>
<td>BEST BOOKS FOR YOUNG ADULTS</td>
<td>$8</td>
<td>--</td>
</tr>
<tr>
<td>MORE OUTSTANDING BOOKS FOR THE YOUNG ADULTS</td>
<td>$5</td>
<td>--</td>
</tr>
<tr>
<td>Sizzling Summer Reading Programs</td>
<td>$4</td>
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</tbody>
</table>

*these are total sales. YALSA receives a 10 – 12% royalty on the publication, depending on the title

WEBSITE

- June 2018 – Dec. 11: 829, 504 pageviews compared to June 2017 – January Dec. 11: 871, 426 pageviews
- January – June 2018: 706, 274 pageviews compared to January – June 1, 2017: 780, 176 pageviews

Later in 2019:

- Currently, a publication based on the new Teen Competencies for Library Staff document is in the planning stages. An editor is currently being sought and the publication’s tentative publication date is September 2019.