

## Marketing Basics for YALSA Member Groups

Committees/juries/taskforces do wonderful things for both the association and the profession, such as publish articles, offer programs and administer awards. Doing these things is great, but it isn't enough: be sure you share your accomplishments with members, prospective members and the public. For any questions regarding any information below, please contact YALSA's Web Services Manager, Stephanie Kuenn, at [skuenn@ala.org](mailto:skuenn@ala.org) or 1.800.545.2433 x2128. YALSA has many tools to help you get recognition for the work of your group:

### Internal Resources:

- **YALS:** Megan Honig ([yalseditor@gmail.com](mailto:yalseditor@gmail.com))
  - Good for articles on best practices, programming, outreach, collection development, etc. A section called "The Update" is just for news of the association, such as committee accomplishments. Remember the issue themes: Winter is Teen Tech Week, Spring is Awards, Summer is Teen Read Week, and Fall changes yearly. You can also request submission guidelines from YALSA Web Services Manager Stephanie Kuenn.
- **YALSA E-News:** Stephanie Kuenn ([skuenn@ala.org](mailto:skuenn@ala.org))
  - Good for short articles and interviews about YALSA initiatives and work completed by member groups. You can request submission guidelines from Stephanie Kuenn.
- **The Journal of Research on Libraries and Young Adults:** Sandra Hughes-Hassell, at [yalsaresearch@gmail.com](mailto:yalsaresearch@gmail.com). Access it at <http://yalsa.ala.org/jrlya>. JRLYA is an open access, peer-reviewed quarterly journal that publishes research articles.
- **YALSA Book Publishing:** YALSA publishes several books a year. If your member group has an idea for a book, please submit it to Stephanie Kuenn for consideration at [skuenn@ala.org](mailto:skuenn@ala.org).
- **ALA Publications**, such as *American Libraries*, *Public Libraries*, and *Knowledge Quest*. Visit their individual web sites for publishing guidelines.
- **I Love Libraries** is ALA's Web site for the public and it actively seeks articles from YALSA members. Contact Stephanie Kuenn to find out how to pitch articles or ideas from your committee.
- **Discussion lists** (YALSA has several; visit <http://lists.ala.org> and click on YALSA)
  - yalsa-bk, for YA lit and teen reading
  - ya-yaac for all things YA librarianship other than YA lit
  - ya-researchers for YA research
  - Other ALA lists, like AASL Forum
- **YALSA website:** to update committee information on the YALSA site, contact Stephanie Kuenn.
- **YALSABlog:** Access it at <http://yalsa.ala.org/blog/>. Contact Blog Manager MK Eagle at [yalsablogmanager@gmail.com](mailto:yalsablogmanager@gmail.com)

- **The Hub:** YALSA's YA literature blog, Access it at <http://yalsa.ala.org/thehub>. Contact Blog Manager Gretchen Kolderup at [yalsahub@gmail.com](mailto:yalsahub@gmail.com).
- **ALA Press Releases:** to request a press release about a particular event or accomplishment, contact Stephanie Kuenn.
- **YALSA Wiki:** To request a space on the YALSA wiki for your committee, download the wiki application at <http://www.ala.org/ala/mgrps/divs/yalsa/aboutyalsa/yalsahandbook.cfm>. Contact Stephanie Kuenn or the current Web Advisory Committee chair with questions.

## External Resources:

- **External Publications:** Contact Stephanie Kuenn w/ your article idea and she'll help you try to get it placed in the appropriate publication
  - **YA librarianship publications** like *School Library Journal*, *Library Journal*, *MultiMedia & Internet in Schools*, *Learning & Leading* and *VOYA*.
  - **Literacy and education publications** like *English Journal* and *Reading Today*
- **Discussion lists:** (a search engine will turn up the URL & info on how to subscribe to these)
  - LM\_NET, an open list for K-12 school librarians with over 16,000 subscribers (YALSA has an account EL-Announce, an advertising arm of LM\_Net and may be able to promote your committee's event/initiative/etc. using this service; contact Stephanie Kuenn with questions or ideas).
  - PUBYAC, an open list for children's and YA librarians with over 4,000 subscribers
  - JESSE, an open list for professors and students in the field of library science
  - Web Junction Forums, a collection of discussion lists from OCLC (incl. YA ones)
  - State and regional library association discussion lists you may belong to
  - For additional library oriented discussion lists, visit [www.aladin.wrlc.org/gsdll/cgi-bin/library?p=about&c=liblists](http://www.aladin.wrlc.org/gsdll/cgi-bin/library?p=about&c=liblists)
- **Blogs:** for a list of library related blogs, go here: [www.libdex.com/weblogs.html](http://www.libdex.com/weblogs.html)

## Tips:

- Choose one individual to handle PR for your member group. Anytime that individual wants to create a press release, add something to YALSA's web site, suggest a story idea, please contact Stephanie Kuenn, as she can facilitate PR and media outreach.
- If your member group wants to get an article or book published about committee work, please remember that YALSA has the "right of first refusal." That means you must submit your article or book to YALSA for publishing consideration before you may take it to another publisher.
- If your member group is charged with administering an event or something that has a time element (e.g., Teen Tech Week, Teens' Top Ten, etc.) begin coordinating with the YALSA

office about marketing and PR efforts nine months before your event. We will create marketing and PR materials leading up to events and need to have most of our efforts finalized months ahead of time.

- Remember that no one can speak on behalf of the entire member group but the chair.
- Consider whom you want to reach with your message, then choose internal or external resources that will reach your desired audience. Again, consult Stephanie Kuenn – she maintains a list of library and education publications and can assist you in best targeting your message.
- Consider the message, then choose internal or external resources that are the best fit. For example, discussion lists and blogs are great for brief announcements, while journals are good for more in-depth information about a particular topic.
- If you have questions about a particular resource mentioned above or about how to get more publicity for your committee’s programs, publications, etc., please don’t hesitate to contact Stephanie Kuenn, YALSA’s Web Services Manager, at 1-800-545-2433 x2128 or [skuenn@ala.org](mailto:skuenn@ala.org).

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