

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 7 - 11, 2011

Topic: YA Lit Blog Manager Midwinter Report

Background: Sarah Debraski, the Member Manager of The Hub, YALSA’s upcoming YA lit blog, has provided the Board with a semi-annual report. The purpose of the blog is to provide an online resource for teens to use to find reading recommendations. This blog will focus on young adult literature and will provide teens and the librarians who serve them with a definitive web connection to blog posts, images, booklists, and videos and more all related to teen reading.

Action Required: Consent

Literature Blog Manager Report
December 2010

In the past few months I’ve been working with the Advisory Board to prepare for the launch of YALSA’s newest blog, The Hub. Initially the blog was set to launch in conjunction with Teen Read Week, however that was delayed to December. I think this has worked to our advantage, both in terms of giving us more time to prepare, as well as fitting in to YALSA’s calendar (the symposium and launching of the research journal made it a busy fall!)

We have developed a title (and possibly tag line) for the blog, recruited writers, and decided upon regular features and responsibilities. Regular features will include the “Spotlight On” (highlighting other ya lit blogs), and “Tweets of the Week” (modeled on the one the YALSA Blog has). Each Advisory Board member is responsible for contributing 4-5 posts per month, each of which is a link to another site/video/podcast that is of interest in the world of ya lit. The group also has developed a calendar of topics to use in planning throughout the year. There has been tremendous interest among YALSA members in writing for the blog.

Unfortunately it seems like everyone just wants to write book reviews. I sent a follow up message to interested people encouraging them to think beyond that and have had a positive response. In the first few weeks of the blog going live you can expect to read about and see book trailers and contests, reviews of movies based on teen books, links to items in the media related to ya lit, book reviews, and more. (By the time you read this you should be able to visit this site and see some of these! And, if you are rereading this report at Midwinter, you can expect to see lots of promotion of YALSA’s awards and selected lists on The Hub.)

I continue to have questions about policy, and Stevie Kuenn has been great about answering them. Organization & Bylaws has contacted me and I will providing input to them on updating the blog policy.

YALSA Board of Directors – Midwinter 11
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I'm sorry to be writing this now instead of in a week or two since I can't provide any statistics regarding hits and posts and comments. In the past two weeks things have really been happening in terms of the design of the blog and preparing the content, and I am very excited to see this blog become a reality!

Respectfully Submitted,
Sarah Debraski
Hub Manager
12/6/10

Additional Resources:

- “2009 Association Publishing Survey” (Folio, Oct. 2009)
www.foliomag.com/2009/2009-association-publishing-survey
- “Four Es of Great Blogging,”(Assoc. Media & Publishing, Feb. 2010)
<http://tinyurl.com/2db2tew>