

**Communications Report – Annual 2020**

**MARKETING/ADVERTISING**

- Marketing efforts between Midwinter 2020 and now have focused on YALSA’s book awards and lists, member awards and grants, volunteer opportunities, webinars, and the YA Symposium.
- As of June 1, YALSA has 49.4K followers on Twitter and 14.8K page likes on Facebook.

**PERIODICALS**

- **The YALSA e-news**
  - The average open rate so far is 25.5% with an average click rate of 6.8%.
- **YALS**
  - 57 subscribers

Issue	Total Issue Visits	Unique Issue Visits	Total Page Views	Unique Page Views
Vol 18 N. 1 Winter 2020	859	530	10,029	7,222
Vol 18 N. 1 Fall 2019	1452	981	19,506	13,319

- **The Hub Pageviews**

	Jan	Feb	Mar	Apr	May	Total
<b>2020</b>	36,561	27,859	31,424	33,919	27,445	157,208

- **YALSAblog Pageviews**

	Jan	Feb	Mar	Apr	May	Total
<b>2020</b>	8,640	8,189	9,620	9,609	5,011	41,069

- **Journal of Research on Libraries and Young Adults (JRLYA)**

- Published two new issues:
  - Vol. 11 N. 1
    - [“The Expectations That We Be Educators”: The Views of Australian Authors of Young Adult Fiction on Their OwnVoices Novels as Windows for Learning about Marginalized Experiences](#)
    - [“It’s Okay to Be Confused”: LGBTQAI+ Teen Novels as Sexuality and Sexual Health Information Resources](#)
    - [A Public Health Approach to Uncovering the Health-Related Needs of Teen Library Patrons](#)
    -
  - Vol. 11 N. 2
    - [When Libraries Aren’t Challenged: Librarians Discuss a Lack of Patron Challenges to Their Collections](#)

- [The Darkest Themes: Perceptions of Teen-on-Teen Gun Violence in Schools as Portrayed in Teen Literature](#)

## PUBLIC RELATIONS

- Since Midwinter 2020, YALSA has issued 15 press releases on topics such as YALSA book awards and lists, member awards and grants, Teens’ Top Ten, volunteer opportunities, YALSA’s YA Services Symposium, and more.

## PUBLICATIONS & PRODUCTS

- The book based on the Teen Competencies guidelines has been reviewed by Tammy and Todd. Their feedback has been passed on to the editor. The publication’s tentative publication date is Fall 2020.

## PUBLICATION SALES

### Self-Publications

ISBN	Title	Sales FY19	Sales FY20
9780838988039	Teen Services 101	\$ 837.75	\$ 612.06
9780838989999	Teen Summer Learning Programs	\$ 2,936	\$ 1,700
9780838984574	Excellence in Library Services to Young Adults edition 5	\$ 20	\$ 12.50
9780838986707	Practical Programming	\$ 52	\$ 56
9780838989616	Putting Teens First in Library Services	\$7,679	\$ 356

### Published with ALA

ISBN	Title	Sales FY19	Sales FY20
9781555706586	Annotated Book Lists for Every Teen Reader	\$ 180	\$ 187.20
9781555707941	Answering Teens' Tough Questions	\$ 72.15	\$ 12.73
9781555707958	Being a Teen Library Services Advocate	\$ 119.32	\$ 96.18
9780838935699	Best Books for Young Adults edition 3	\$ 37.60	\$ 5.46
9781555707934	Evaluating Teen Services and Programs	\$ 638.76	\$ 90.74
9780838912003	Intellectual Freedom for Teens	\$ 574.72	\$ 267.11
9780838935828	Multicultural Programs for Tweens and Teens	\$ 39.55	\$ 132.45
9780838908273	New Directions for Library Service to Young Adults	\$ 6.11	\$ 13.97
9780838985700	Outstanding Books for the College Bound	\$ 597.92	\$ 91.37
9780838935774	Quick and Popular Reads for Teens	\$ 2.20	\$ 47.99
9780838935965	Risky Business	\$ 60.36	\$ 101.82
9781555707606	Serving At-Risk Teens	\$ 208.97	\$ 186.09
9780838935873	Young Adults Deserve the Best: YALSA's Competencies in Action	\$ 156.30	\$ 72.15

## **WEBSITE**

- **January 2020 – June 2020: 569,049**
- **January 2019 – June 2019: 615,571**