

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 25 – 29, 2013

Topic: Communications Report

Background: YALSA's Communications Manager, Jaclyn Finneke, has provided a communications report for the first quarter of FY12. The report includes information about publications, which is a key revenue stream for YALSA. Marketing information is also included in the report.

Action Required: Information

MARKETING

- Marketing efforts between Annual 2012 and now have focused on YALSA's awards and booklists, promoting webinars and online courses, Teen Read Week, YA Lit Symposium registration, Teen Tech Week, Dollar General Literacy Foundation grants, WrestleMania Reading Challenge, and more.
- Give the success and traffic of both The Hub and YALSAblog, YALSA is updating the 2013 media and sponsorship kit to include information for potential publishers, vendors and other organizations on advertising online through our various channels.
- In addition to the monthly member e-news, YALSA sent subscribers to a YA Lit Symposium mailing list (2000+) and registrants monthly emails leading up to the event which over 500 librarians, educators, and authors attended. An email was also sent to solicit important feedback from attendees. This information will be used in future planning and promotion.
- Best of the Best 2013 will launch February 4 at www.ala.org/yalsa/best. Materials including bookmarks, bookplates, and more were once again updated in-house to save on costs.
- YALSA now has 15,181 followers on Twitter and 6,203 fans on Facebook. Books for Teens has 1,745 fans on Facebook.

PERIODICALS:

- *YALS* won its fifth APEX Award for Publication Excellence.
- Linda Braun began her editorship of *YALS*
- The *YALS* online companion (<http://yalsa.ala.org/yals>) launched in January 2012 and has been viewed 8,466 times. Using the site effectively, promoting the available archives from the first ten years of *YALS*', and building this companion into a destination will be a major task going forward.
- Submission were collected to be passed along to corresponding juries for consideration in the second annual set of writing awards, honoring work that appeared in *YALS*, *JRLYA*, *The Hub*, and *YALSAblog*.

- Finding high-quality *JRLYA* submissions for the now continuously scheduled publication remains a challenge, and the advisory board hopes to come up with new ways to recruit excellent work.
- *YALSA E-News* marks a bright spot in advertising, with issue sponsorship and at least a boombox ad sold for all issues.

PUBLIC RELATIONS

- Since Annual 2012, YALSA has issued 34 press releases on topics such as YALSA member awards and grants, YALSA's Award for Excellence in Nonfiction for Young Adults, the William C. Morris Award, Teen Read Week, the Teens' Top Ten, Teen Tech Week, the Young Adult Literature Symposium, publications, the National Forum on Libraries & Teens, webinars, and more.

PUBLICATIONS

- YALSA published *The Complete Summer Reading Program Manual: From Planning to Evaluation* in July 2012 allowing for an increase in publications revenue prior to the close of FY2012.
- As part of the Teens @ the Library series *Neal-Schuman* published *Being a Teen Library Services Advocate* by former YALSA President Linda W. Braun, *Answering Teens' Tough Questions* by mk Eagle, and *Evaluating Teen Services and Programs* by Sarah Flowers under the aegis of *YALSA Guides*.

Later in 2013:

- *Practical Programming: The Best of YA-YAAC* by Monique DeLatte will be self-published by YALSA this spring.
- *Intellectual Freedom for Teens: A Practical Guide for YA and School Librarians* will be edited by Kristin Fletcher-Spear and Kelly Tyler and published with ALA Editions.

Future Projects:

- YALSA plans to issue a new edition of *Bare Bones Young Adult Services* to be edited by Megan Fink and Maria Kramer.
- The next title in the Best of YALS series will focus on programming.
- YALSA plans to issue a new edition of *Excellence in Library Services to Young Adults* and is considering a new edition of *Cool Teen Programs for under \$100*.
- *Outstanding Books for the College Bound* will be published in 2014.

WEBSITE

- Since July 2012, the YALSA website has had 405,637 unique visitors and 1,689,234 page views.
- Using Ning for the Teen Read Week website proved to be successful with registration hitting a high of 2,925 members for 2012. The 2013 Teen Tech Week website launched in November 2012 and with over 300 registrants, is on pace to surpass last year. Ning was used as the host for the YA Lit Symposium website as well, which included 550 members. Ning allows registrants to connect with one another online and allows YALSA to post all the information in one place rather than multiple channels.

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ITEM	Net Sales FY2012	Sales FY2013 (thru 12/31)
The Complete Summer Reading Program Manual	\$3,784	\$812
Cool Teen Programs for Under \$100	\$3,470	\$312
Teen Read Week and Teen Tech Week: Tips and Resources for YALSA's Initiatives	\$2,132	\$385
Excellence in Library Services to Young Adults	\$252	\$81
2012 Printz Calendar	\$866	\$0
Change Lives T-Shirts (all sizes)	\$800	\$20
Printz Silver Seal packs	\$400	\$187
Printz Gold Seal packs	\$315	\$129
Nonfiction Award Winner Seal packs	\$99	\$29
Nonfiction Award Finalists Seal packs	\$70	\$15
Nonfiction Award Nominee Seal packs	\$42	\$15
William C. Morris Award Seal packs	\$26	\$15
William C. Morris Award Honor Seal packs	\$13	\$15
Edwards Seal packs	\$13	\$0

YALSA Books Published by ALA Editions	Net Sales FY12	YALSA Royalties FY12	Net Sales FY13	YALSA Royalties FY13
Multicultural Programs for Tweens and Teens	\$2,111	\$253.32	\$738	\$88.56
Risky Business: Taking and Managing Risks in Library Services for Teens	\$1,954	\$234.48	\$477	\$57.24
Best Books for YAs	\$2,305	\$230.50	\$221	\$22.10
Quick and Popular Reads	\$1,315	\$131.50	\$291	\$29.10
Hit List for YAs 2: Frequently Challenged Books	\$462	\$46.20	\$60	\$6
Sizzling Summer Reading Programs for YAs	\$326	\$32.60	\$30	\$3
Young Adults Deserve the Best: YALSA's Competencies in Action--print/e-book Bundle	\$280	\$	\$56	\$
More Outstanding Books for the College Bound	\$224	\$22.40	\$47	\$4.70
Multicultural Programs for Tweens and Teens--print/e-book Bundle	\$171	\$20.50	\$59	\$7.08
Risky Business—print/e-	\$128	\$15.36	\$0	\$0

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book Bundle				
Young Adults Deserve the Best eEditions e-book	\$89	\$10.68	\$0	\$0
Risky eEditions e-book	\$88	\$10.56	\$44	\$5.28