

**YALSA Board of Directors**  
 Midwinter Meeting, Virtual  
 January 22-26, 2021

**Communications Report – Midwinter 2021**

**MARKETING/ADVERTISING**

- Marketing efforts between Annual 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 50.2K followers on Twitter and 14.9K page likes on Facebook.

**PERIODICALS**

- **The YALSA e-news**
  - The average open rate so far is 27.9% with an average click rate of 6.5%.
- **YALS**
  - 52 subscribers

| Issue                    | Total Issue Visits | Total Page Views | Unique Page Views |
|--------------------------|--------------------|------------------|-------------------|
| Fall 2019; Vol. 18 N.1   | 1,602              | 20,549           | 14,049            |
| Winter 2020; Vol. 18 N.2 | 1,194              | 13,975           | 9,560             |
| Spring 2020; Vol. 18 N.3 | 1,360              | 17,952           | 12,576            |

- **The Hub Pageviews**

|             | June   | July   | Aug    | Sept   | Oct    | Nov    | Dec    |
|-------------|--------|--------|--------|--------|--------|--------|--------|
| <b>2020</b> | 31,760 | 24,993 | 25,249 | 33,483 | 40,596 | 33,601 | 31,659 |

- **YALSAblog Pageviews**

|             | June  | July  | Aug   | Sept  | Oct   | Nov   | Dec   |
|-------------|-------|-------|-------|-------|-------|-------|-------|
| <b>2020</b> | 4,003 | 4,724 | 4,844 | 6,113 | 5,779 | 6,840 | 5,484 |

- **Journal of Research on Libraries and Young Adults (JRLYA)**
  - A new issue is currently in the copyediting stage.

|             | June  | July  | Aug   | Sept  | Oct   | Nov   | Dec   |
|-------------|-------|-------|-------|-------|-------|-------|-------|
| <b>2020</b> | 2,280 | 1,724 | 1,725 | 2,806 | 3,242 | 3,047 | 2,092 |

**PUBLIC RELATIONS**

- Since Annual 2020, YALSA has issued 16 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 Teen Competencies publication’s tentative publication date is Fall 2021.

**PUBLICATION SALES**

**Self-Publications**

| ISBN          | Title  | Sales FY20   | Sales FY21              |
|---------------|--|--------------|-------------------------|
|               |  | Net Sales \$ | YTD Nov<br>Net Sales \$ |
| 9780838984574 | Excellence in Library Services to Young Adults | \$ 25.00     | \$ -                    |
| 9780838986707 | Practical Programming                          | \$ 76.00     | \$ -                    |
| 9780838989616 | Putting Teens First in Library Services        | \$ 388.00    | \$ 36.00                |
| 9780838985595 | Teen Read Week and Teen Tech Week              | \$ 14.00     | \$ -                    |
| 9780838988039 | Teen Services 101                              | \$ 710.66    | \$ 106.00               |
| 9780838989999 | Teen Summer Learning Programs                  | \$ 1,816.00  | \$ 112.00               |
| 9780838986042 | The Complete Summer Reading Program Manual     | \$ -         | \$ -                    |

**Published with ALA**

| ISBN          | Title  | Sales FY20   | Sales FY21              |
|---------------|--|--------------|-------------------------|
|               |  | Net Sales \$ | YTD Nov<br>Net Sales \$ |
| 9781555706586 | Annotated Book Lists for Every Teen Reader         | \$ 187.20    | \$ -                    |
| 9781555707941 | Answering Teens' Tough Questions                   | \$ 94.00     | \$ 41.69                |
| 9780838934975 | Bare Bones YA Services                             | \$ 1.57      | \$ 23.80                |
| 9781555707958 | Being a Teen Library Services Advocate             | \$ 97.48     | \$ 1.57                 |
| 9780838935699 | Best Books for Young Adults                        | \$ 7.14      | \$ 1.71                 |
| 9781555707934 | Evaluating Teen Services and Programs              | \$ 94.71     | \$ 3.56                 |
| 9781555703936 | Hold Them in Your Heart                            | \$ -         | \$ -                    |
| 9780838912003 | Intellectual Freedom for Teens                     | \$ 384.17    | \$ 28.45                |
| 9780838935828 | Multicultural Programs for Tweens and Teens        | \$ 188.49    | \$ 29.39                |
| 9780838908273 | New Directions for Library Service to Young Adults | \$ 15.69     | \$ 1.21                 |
| 9780838985700 | Outstanding Books for the College Bound            | \$ 188.89    | \$ 3.78                 |
| 9780838935774 | Quick and Popular Reads for Teens                  | \$ 49.74     | \$ 1.79                 |
| 9780838935965 | Risky Business                                     | \$ 105.26    | \$ 2.66                 |
| 9781555707606 | Serving At-Risk Teens                              | \$ 192.15    | \$ 49.08                |
| 9780838935873 | Young Adults Deserve the Best                      | \$ 172.61    | \$ 2.04                 |

**WEBSITE**

- **June 2020 – December 2020: 708,288**
- **June 2019 – December 2019: 795,776**