

**YALSA Board of Directors Meeting
2007 Annual Conference
Washington, DC, June 21-27, 2007**

Topic: RBA: Teen Contest for Printz Award

Background: YALSA member Cheryl Ward is requesting that YALSA establish a teen contest as a means of helping to market the Printz Award as well as to increase youth participation in the award. Details, including a rationale, are provided below.

Action Required: Action

REQUEST: Establishment of a contest for teens--or film students--to create “movie trailers” which feature Printz or other award winning YALSA titles.

RATIONALE: Public hype and increased public awareness. Trailers could be viewed/voted on via YouTube.

TASKFORCE: Task force, 4-5 members, YALSA members

OTHER ACTION: Award to be given to winning movie trailer. Could be plaque and a presentation during YA Author Breakfast.

--Submitted by Cheryl Ward, Chair of the Awards Evaluation Taskforce