

YALSA Board of Directors
Midwinter Meeting, Seattle
January 25-29, 2019

Topic: Communications Report

Background: A communications report from Anna Lam, YALSA’s Communications Specialist, is provided below with information about communications-related projects since Annual 2018. The report includes information about publications, which is a key revenue stream for YALSA.

Action Required: Information

MARKETING/ADVERTISING

- Marketing efforts between Annual 2018 and now have focused on YALSA’s book awards and lists, member awards and grants, webinars, online courses, YALSA publications, Teen Read Week™, Teen Tech Week™, Summer Learning, YA Symposium, and more.
- An ad promoting the 2018 symposium was placed in the Oregon Library Conference program book.
- As of December 14, YALSA has 45,544 followers on Twitter and 14, 531 likes on Facebook.

PERIODICALS

- *YALS* has 104 subscribers. *YALS* has been a bit behind schedule this year and Fall 2018 issue just went live on December 4.

Issue	Total Pageviews	Unique Pageviews
Spring 2018	17,071	12,880
Summer 2018	23,312	17,164
Fall 2018	19,648	13,690

- The *YALSA eNews* is distributed weekly. For 2018, the average open rate was 19.8% with an average open rate of 4.73%.

- The Hub: Between **June- December 2018**, *The Hub* has had over 214,370 (as of Dec. 14) pageviews, while in **June- December 2017**, there were 234,567 pageviews.
 - Total pageviews in 2018: 401,147
 - Total pageviews in 2017: 420,883

- YALSAblog: Between **June- December 2018**, the YALSAblog has had over 83,377 (as of Dec. 14) pageviews, while in **June- December 2017**, there were 86,411.
 - Total pageviews in 2018: 150, 730
 - Total pageviews in 2017: 153, 382
 - Allison Renner will not be renewing her contract as YALSAblog member manager. The search for a new member manager is almost complete. An announcement is anticipated by the end of December.

- *Journal of Research on Libraries and Young Adults (JRLYA)* published a new volume with one new issue:
 - Vol. 9 N. 1: July 2018
 - [The 2014 Rainbow List: A Descriptive Study of the List and Ten Public Libraries’ Ownership.](#)
 - [Asian American Teen Fiction: An Urban Public Library Analysis](#)
 - [Happiness at the End of the Rainbow: Exploring Happy Endings in Young Adult Literature with Queer Female Protagonists, 2009–2017](#)
 - [INFLO-mation: A Model for Exploring Information Behavior through Hip Hop.](#)
 - [Middle-Schoolers’ Perceptions of Government: Intersection of Information and Civic Literacies.](#)
 - A call for papers for a special themed issue is currently open through December 31st with a possible extension.

PUBLIC RELATIONS

- Since Annual 2018, YALSA has issued 21 press releases on topics such as YALSA book awards and lists, member awards and grants, Future Ready project, publications, summer learning, Teen Read Week™, Teens’ Top Ten, Teen Programming HQ, Train the Trainer project, YALSA’s YA Services Symposium, and more.

PUBLICATIONS & PRODUCTS

- Since Annual 2018, YALSA has published one new print publication in October, Teen Summer Learning Programs: From Start to Finish.

PUBLICATION SALES

YALSA Self Publications	2018	2019
Edwards Seal	\$184	\$3,250
Hands On Learning and the	--	\$68
EXCELLENCE IN NONFICTION	\$12,770	--

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EXCELLENCE IN NONFICTION SEAL	\$525	--
MICHAEL L PRINTZ AWARD SEALS	\$4,800	--
MICHAEL L PRINTZ HONOR SEAL	\$123,905	\$46,325
Practical Programming: The	\$217	\$16
Printz Gold Seals	\$1,022	\$68
Printz Silver Seals	\$1,227	\$93
Putting Teens First in Library	\$10,128	\$6,586
Putting Teens First in Library	\$170	\$23
Putting Teens First in Library	\$47	--
Teen Read Week and Teen Tech	\$413	\$35
Teen Services 101: A Practical	\$2,613	\$468
Teen Services 101: A Practical	\$80	--
Teen Services 101: A Practical	\$25	--
Teen Summer Learning Programs:	--	\$1,884
Teen Summer Learning Programs:	--	\$36
Teen Summer Learning Programs:	--	\$23
The Complete Summer Reading	\$186	--
Welcome to the Library: Teen	\$225	--
WILLIAM C MORRIS AWARD HONOR	\$4,775	\$1,550
WILLIAM C MORRIS AWARD SEAL	\$34,500	\$525
William C. Morris Award Honor	\$490	\$55
William C. Morris Award Seal	\$384	\$28
YALSA Nonfiction Award Finalist	\$357	\$67
YALSA Nonfiction Award Nominee	\$133	\$13
YALSA's Top Reads Bundle	\$93	--
YALSA's Top Reads: Community	\$29	--
Young Adults Deserve the Best:	\$718	--
Young Adults Deserve the Best:	\$490	--
Young Adults Deserve the Best:	\$225	--
Young Adults Deserve the Best:	\$175	--

YALSA Publications by ALA Editions	2018	2019
EVALUATING TEEN SERVICES &	\$1,275	\$442
Outstanding Books for the	\$1,022	\$193
Young Adults Deserve the Best	\$538	--
Intellectual Freedom for Teens	\$491	\$122
Multicultural Programs for	\$235	--
Young Adults Deserve the Best	--	\$90
BEING A TEEN LIB SERVICES	\$193	\$89
ANSWERING TEENS' TOUGH	\$168	\$48
HIT LIST FOR YOUNG ADULTS 2:	\$105	--
Sizzling Summer Reading Progs.	--	\$31
Evaluating Teen Services and	\$76	--

Risky Business: Taking and	\$40	\$23
Quick and Popular Reads for	\$35	\$6
Risky Business: Taking and	\$16	--
BEST BOOKS FOR YOUNG ADULTS	\$8	--
MORE OUTSTANDING BOOKS FOR THE	\$5	--
Sizzling Summer Reading Programs	\$4	--

*these are total sales. YALSA receives a 10 – 12% royalty on the publication, depending on the title

WEBSITE

- June 2018 – Dec. 11: 829, 504 **pageviews** compared to June 2017 – January Dec. 11: 871, 426 **pageviews**
- January – June 2018: 706, 274 **pageviews** compared to January – June 1, 2017: 780, 176 **pageviews**

Later in 2019:

- Currently, a publication based on the new Teen Competencies for Library Staff document is in the planning stages. An editor is currently being sought and the publication’s tentative publication date is September 2019.