



Media Relations: With the help of ALA's PIO, we continued to actively promote YALSA, library services to teens, young adult and school librarians and teen literature in the media with interviews in newspapers, on radio and on television.

White Papers: Two new white papers were published by YALSA. "The Benefits of Including Dedicated Young Adult Librarians on Staff in the Public Library" and "The Importance of Young Adult Services in LIS Curricula" are available at www.ala.org/ala/mgrps/divs/yalsa/profdev/whitepapers/whitepapers.cfm

MARKETING

New Awards and Products:

- The first William C. Morris Award was presented at The

•

! " # \$

%

- YALSA's Frances Henne Award for Research was awarded to Amy Alessio and Marc Aronson. Their project aims to determine what nonfiction literature teens enjoy reading and why. YALSA worked with the award's sponsor, VOYA, to double the amount of the cash prize, which is now \$1,000.

MEMBER RECRUITMENT & ENGAGEMENT

Although YALSA's rate of membership growth has slow

A new position was created at YALSA --the Program Officer for Continuing Education. This much anticipated position will allow YALSA to better