YALSA Board of Directors Meeting ALA Annual Conference, Anaheim June 22 - 26, 2012

Topic: Communications Update

Background: A communications report is provided below with information about

communications related projects since Midwinter 2012. The report includes information about publications, which is a key revenue stream for YALSA. Marketing information is also included in the report, which is an area of emphasis throughout YALSA's strategic

plan.

Action Required: Information

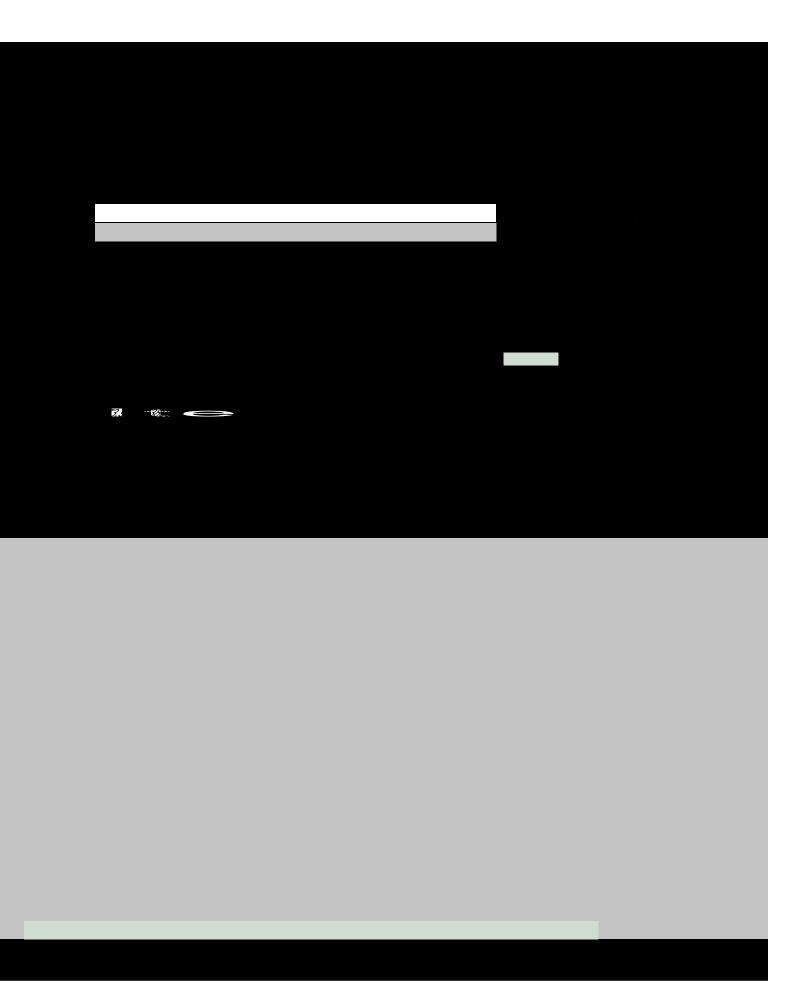
MARKETING

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YALSA Board of Directors – Annual 2012 Topic: Communications Update

- YALSA again promoted fundraising for Books for Teens through the controversial event Booze for Books. During the month of April alone, we were able to raise more than \$1,100.
- In addition to the monthly member e-newsletter, YALSA now sends a monthly

• Since Midwinter, YALSA



YALSA Board of Directors—Annual 2012 Topic: Communications Update

Item	Net Sales \$	Net Sales Qty
	\$224	7
73.9780838935538 - MORE OUTSTANDING BOOKS FOR THE	\$224	7

Item	Net Sales \$	Net Sales Qty
	\$434	15
73.9780838908358 - HIT LIST FOR YOUNG ADULTS 2:	\$434	15

Item	Net Sales \$	Net Sales Qty
	\$2,179	66
73 9780838935699 - BEST BOOKS FOR YOUNG ADULTS	\$2,179	66