

2006 Annual Conference
New Orleans, LA
June 22-28, 2006

Topic: *YALS & YAttitudes* Annual Report

Background: The Board receives annual reports from the editors of both of YALSA's official publications.

Action Required: Information Only

***YALS* Annual Report**

Submitted by Valerie A. Ott, Editor

Issues Completed

Spring 2006

Awards Issue

Summer 2006

Get Active

56 pgs

Focus: This issue will focus on YALSA’s history to date, highlighting particular milestones and looking ahead to future accomplishments. Articles about the future of library service to teens will be considered as well.

Journal Development

- Number of pages increased from 48 to 52
- Several regular columns for each issue established:
 - From the Editor
 - From the President
 - YALSA Perspective
 - Committee spotlight
 - Teen Perspective
 - Teens’ Top 10 on theme-related topic
 - Author Perspective
 - School Library Perspective (beginning with Winter 2007)
 - Written by one regular columnist to be named
 - Best Practices
 - Hot Spot
 - All theme-related feature articles can be found here
 - Research and Literature Surveys
 - Professional Resource Reviews
- YALSA Committees
 - Coordination of themes and increased cooperation with YA *des*
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YAttitudes Annual Report

Submitted by Amy Alessio, Editor

At the end of the second year of the three year position held by YALSA, I encourage you to see the positive response to the publication and the increasing response of quality submissions for articles.

What's New?

- Survey Says: In the past year, a survey has been implemented at the end of each issue. Responses have ranged from 125 to over 600, depending upon the topic. This fall we will survey readers about what sections of YAttitudes they like.
- I also added a column for issues for new librarians or library staff new to YALSA.
- The summer August issue will feature a new gaming column.

Next Calendar Year of YAttitudes

YALSA desires to see the help of the members of YALSA in the development of YAttitudes.

August: Teen Read Week Valerie and I coordinated articles and themes to promote this during the summer when people are planning for the event. It is nearly completed.

November: Readers Advisory Valerie placed an all-call for articles, and a few will be in YAttitudes, including one on Banned Books.

February: I would like to feature school library issues in this issue, and planning for summer events at public libraries. I have made several attempts to recruit school librarian authors with limited response but will continue this effort.

May: This issue will highlight the upcoming conference in DC

August: This will be the 50th anniversary issue, to complement the YALS issue

A Team Effort

Part of the reason I now enjoy more ideas and submissions is the creation of the Editorial Advisory Board. They evaluate issues of YAttitudes and send ideas for article and theme ideas. Carol Marlowe, chair of EAB, met with Valerie and I at Midwinter and we mapped out some theme ideas for the upcoming year.

Thinking Like a Board Member

Following YALSA's role as editor of YALSA, I would like to see the continuation of the responses to the publication through the Fiscal Officer's efforts and other factors considered.

- The YALSA blog is up to date news and with a such a strong editor at YALS currently, how long YAttitudes will be appealing and relevant for members? An emailed newsletter on a more frequent basis with fewer articles might be a better member benefit, if this

were possible through ALA Production services. Nichole reads through each issue and takes care of getting YAttitudes out so staff time is a consideration with this publication.

- Past issues of YAttitudes should be available for paid downloads for non-members. I get frequent requests for printed samples and this might serve.
- I have worked out a schedule for hiring a new editor with Beth, but there is very little guidance for the editor of YAttitudes in the handbook currently. The creation of the EAB helps with this, but no reports or other feedback are required of the editor. No parameters are available about content and length of the issue either.
- I strongly recommend that the editor of YALS be involved with the hiring of the editor of YAttitudes and vice versa. Editors have a clear working understanding of deadlines and what is involved with this job.
- The Editor of YAttitudes should not be allowed to be on the Board in any capacity while holding that role. It is important to keep the publication content rather than message driven and it is hard for me to separate those roles at times. I think having one editor speak (maybe alternate between YALS and YAttitudes) at the Leadership Development per conference is plenty of publicity.