YALSA Board of Directors Meeting
ALA Annual Conference, Anaheim
June 26 – July 2, 2008

Topic: **Marketing Awards & Lists via YALSA-TV**

- **Technology Requirements:**
  - **Front-End:** YALSA-TV will require an interface that integrates YALSA's brand with current methods of accessing, searching, and commenting on web-based video. The front-end should provide easy access to the various content and allow users to interact with that content - through commenting and chat features.
  - **Back-End:** It's likely that YALSA can use a pre-existing service for the back-end of YALSA-TV. Possible options for the back-end include Blip.tv, Ustream.tv, or Stickam. Benefits of Ustream and Stickam include the ability to record live broadcasts (for example author events in libraries and at YALSA/ALA conferences) and then archive them on the site. In selecting a service YALSA will want to consider cost, customization options, bandwidth and storage, and advertising options. (Both the ability of YALSA to insert ads into the web pages and the ability to "turn off" any ads presented by the hosting site.)
- **Challenges:** One of the greatest challenges is in finding librarians with the technology skills, knowledge, and interest who can produce the video content. As with the beginning days of the YALSA blog, it might be necessary to start this project with a small group of librarians, and teens that they serve, who already have video skills. YALSA can then expand on the number of producers as knowledge and comfort with the technology expands within the YA librarian world. YALSA might also consider working with library schools and library school students who may be learning about producing video as a part of their course work. These students could work on YALSA-TV productions within the framework of their graduate school program. For YALSA-TV to succeed it will be important to post content on a regular basis so that viewers get in the habit of expecting new videos on a weekly, bi-weekly, or monthly basis. Therefore the librarians who are tapped to create content will have to stick to a schedule in order to keep the content on YALSA-TV fresh.
- **Costs & Funding:**
  - The initial costs for YALSA-TV startup will include:
    - š Design of the web site
    - š Video hosting
    - š The possible purchase of video cameras/webcams for librarians who will be recording video
    - š Staff time to liaise w/ members working on the project and to facilitate the web site design and development
  - Ongoing costs might include hosting and purchase of cameras as needed.
  - It is likely that publishers who, in exchange for donations to the project would be able to place ads within the web pages created for the project, would be interested in helping to fund YALSA-TV.
- **Implementation:** While it would be good to launch YALSA-TV sooner rather than later, Teen Tech Week provides a perfect opportunity for launching the channel and for gathering content for the channel so that it launches fully loaded with video. A soft launch might take place in the late winter with the final launch during Teen Tech Week.

Proposed Action:

The task force proposal should be completed by the fall Executive Committee meeting. That would allow for decisions about the next steps for the project to be made in the late fall of 2008.

--Respectfully submitted by Linda Braun