

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

Topic: *YAttitudes* Editor Annual Report

Background: Erin Howerton has provided a report on the status of YALSA's e-newsletter below.

Action Required: Information

YAttitudes Editor Annual Report
June 2008, Anaheim CA

Submitted by Erin Downey Howerton

Growing and Changing YAttitudes!

I feel we are off to a good start in my tenure as editor of YAttitudes. Feedback on the new email newsletter format continues to be positive. While many committees and task forces have approached me with article ideas and news items to promote to the membership, there remain many more that I would like to touch base with at Annual so that we maintain a diversity of voices from YALSA.

In the past year:

- November, February, and May issues were distributed via MailChimp directly into member inboxes! We realized that some members had not yet opted in to ALA emails and were not getting their YAttitudes, so a plea to check the necessary inbox settings has been included in the February and May issues.
- We successfully incorporated more links back into other YALSA content (such as blog and wiki articles), thereby enhancing and connecting members with highlighted resources.
- Events highlighted in articles and news shorts include Teen Tech Week, Teen Literature Day, and the YA Lit Symposium as well as election promotions and winners of grants.

For next year:

- I plan to work with Stevie to update the YAttitudes archive with the new email issues. Possibilities to improve the archive's usability might include searching by issue, author, or topic.
- I would like to continue to explore cross-content possibilities, such as polls on the blog or an "article of the quarter" from the wiki.

YALSA Board of Directors – Annual 08

Topic: YAttitudes Editor annual Report

- I am interviewing a couple of prospective new columnists to cover notable teen media releases, such as big book events, movie/book tie-ins, and compilations of the same.
- The August issue will highlight events from Annual, preparation for fall events, back-to-school, the Lit Symposium, and Teen Read Week. November will focus on Teen Tech Week preparations and a “best of the year” rewind column, as well as the runup to the Youth Media Awards at Midwinter.