YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
July 9-15, 2009

Topic: **YALSA TV Taskforce Final Report**

Background: **At the 2008 Annual Conference the Board voted to establish a taskforce to explore the idea of creating an online space where teens could go for book recommendations. The taskforce's final report is provided below.**

Action Required: **Discussion**

YALSA-TV proposal

Function Statement
Develop a proposal that outlines the necessary technology, ongoing maintenance, management, and suggested funding sources for a web-based YALSA-TV, including how it can be used as a vehicle to promote YALSA's literary awards and selected lists, and to submit progress reports beginning with the 2008 Fall Executive Meeting, with a final report due for the 2009 Annual Conference.

Introduction
We feel the success of YALSA-TV will hinge upon keeping a narrow focus, and reaching teens through those in their communities who can help us to reach them—librarians. Ultimately the focus will be on teens but we would like to reach that focus by targeting librarians who in turn support teens. Still keeping a narrow focus, we could use both videos and book-related text. That way we could include book recommendations, YALSA Goodreads widgets, a Twitter feed, etc. It could all come together and then flow out again, much like our current YALSA blog, but with the focus on books. It could be kind of a hybrid of YALSA-BK and Book-TV.

To learn more about how to best achieve our goals, we asked for some questions to be included in the Teen Tech Week Survey. Major findings of the survey include:

- Videos are watched primarily on YouTube, followed by MySpace & Facebook.
- Teens overwhelmingly want to watch videos (as opposed to creating them). They also like to share those videos with friends.
- The top 3 features they'd want in a video site would be the ability to comment on the videos, rate the videos, and share them with friends.
- They hate slow load times.
- Why are they online? IM, Social networking, watching videos, games--in that order.

This data suggests we can give teens everything they want--to watch videos and share them with friends--within the context of our own website. Thus, our goal: to create a sister site to the current YALSA blog that would focus solely on books, providing librarians and teens a definitive website for teen literature in the form of blog posts, images, booklists, and videos. Videos would be created by libraries, teens, and publishers and would include book reviews, book trailers, and filmed activities related to teen literature.

Technology
The new YALSA-TV blog will cross-reference a YALSA-sponsored channel on You Tube.

If a Manager is hired for the YALSA-TV blog, that position would likely require an honorarium similar to that of the YALSA blog. If possible, funding for the position would come out of YALSA's yearly operating budget. If not an operating expense, the Blog Manager funding could also be paid through ads purchased on the site.

Promotion
YALSA-TV promotion can be approached in two ways. First, by using YALSA-TV to promote YALSA's other endeavors (i.e. Teen Read Week, award announcements, etc.). Second, by marketing the new site and garnering support for it through other avenues.

Using YALSA-TV to promote YALSA
- Award announcements
- Booklists
- Special events like Teen Read Week and Teen Literature Day
- Video of booktalks or book-related workshops
- Discussions through the comments, similar to those on YALSA-BK

Marketing the new site
- YALSA-TV can be advertised on all of YALSA's web presences (including social networks); additionally through ALA and places like Teacher Tube.
- Many libraries have contests and programs that involve teen-produced videos. Those focused on books and reading can also be displayed on YALSA-TV, bringing more traffic to the site. One example of this is King County Library System's Read.Flip.Win. program. Once participants' video book review or book trailer is posted to YouTube, we can share it on YALSA-TV.
- Word of mouth will be an important part of getting the word out about the site, teens, publishers, and librarians will help to spread the word via social networks.
- Making YALSA-TV available via widgets and applications that work across platforms will help to get the site in the hands of a variety of users.
- A contest in which teens are asked to create videos that help sell YALSA-TV to their peers would help to get the word out about the site. (The contest prized would be a Flip video camera.)

Branding
In order to brand YALSA's video web presence successfully, a logo and design will be created for the site which will use a WordPress theme as the jumping off point for the site.