

YALSA Board of Directors Meeting
Via Conference Call
December 9 2011

Topic: Award Seal Usage Guidelines

Background: At the June 2011 meeting of the Board, the group discussed the issue of seal usage, especially in relation to books and emerging formats (see Annual board document #24). The board agreed to establish an ad-hoc committee, chaired by Sarajo Wentling, to investigate and draft points to cover in a YALSA policy that delineates the appropriate use of award seals on books and media as well as addresses the issue of new and emerging formats. Points considered in creating the guidelines:

- x YALSA's awards do not specify that ebooks or other electronic formats are ineligible for consideration.
- x Allowing seal usage on electronic formats could bring in additional revenue.
- x Formats are evershifting and we should be proactive in addressing new and emerging formats.
- x Allowing seal usage on electronic formats could increase awareness of YALSA award winning titles amongst teens, parents, teachers, and librarians.

The board discussed the issue in mid-September via its virtual work space and voted to approve the guidelines including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

Action Required: Consent

Proposal: Create and implement guidelines to aid publishers and other organizations in appropriate use of award seals and seal images.

Rationale:

- x Newer formats, such as ebooks, have created some confusion as to the appropriate use of YALSA award seals. Creating guidelines can help clear up the issue and provide publishers and other organizations with useful information so that they can use the award seals appropriately.

Proposed Action: the Board agrees to adopt the guidelines as submitted by the ad-hoc committee.

Additional Resources:

- x ALA web page on award seals <http://www.ala.org/ala/awardsgrants/seals/index.cfm>

x 2011 Annual Conference Board Meeting document #24, <http://bit.ly/sV6QU4> (.pdf)

YALSA Award Seal Usage Guidelines

YALSA Award Seals usage adheres to ALA policies including the following statement: “seals may only be placed on the media that originally won the award. For example, a video of a Newbery-winning book should not carry a Newbery seal.”

For YALSA’s awards, electronic editions of books that were previously published in print (including ebooks or other emerging formats) are eligible to carry a digital image of a YALSA award seal provided that all of the original content of the winning or honor print edition remains