

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Philadelphia
January 11-16, 2008

Topic: Award Evaluation Taskforce Final Recommendations

Background: The Awards Taskforce was established in June 2006 and was charged with evaluating YALSA's portfolio of awards and submitting a final report to the Board in June 2007. The chair's final report is provided below. At the 2007 Fall Executive Committee meeting, the group discussed the final report and is presenting two recommendations. Other items in the idea stage will be put on the February Board agenda as a discussion item.

Action Required: Action

Printz:

YALSA would sponsor an annual contest inviting teens to create film trailers of any Printz award book for that year, possibly distributing/posting it through YouTube. This contest would be implemented by the Printz Committee after they announce the winner in January. Contest submissions would be required by a certain date and then could be made available online for viewing and voting, with prizes awarded to individuals or teams designated as producing the best book trailers. The opportunity would be well publicized in a variety of venues, and winners would be permanently incorporated into online promotion of the award. The Printz Committee would work out the details of implementing the contest.

Edwards:

Cease the production and sale of Edwards seals. Since the seal wa

1. What do you see as the benefits and the drawbacks to making the list of nominations available to the public during the process of selecting a winner/winners for Margaret Edwards, ALEX, Printz?

While there are some benefits to making the nominations publicly available the Task Force recommends that the secrecy element remain. For example, if the short list of Edwards potentials is made public, an author could conceivably be on the short list for years...how disappointing to have it announced year after year and still not win...remember the Oscars? And the jokes about Susan Lucie and the Daytime Emmy's?

With regard to the Alex list, there may be some benefit to publishing the list of nominated titles AFTER the award list is announced. There are some great books that just don't make the final cut and should be promoted. Also, the list would assist YA librarians with collection development.

The Task Force recommends a strong publicity campaign after the announcements to promote the winning authors/titles; to gather support for the Edwards luncheon and Printz reception, etc.

The Task Force recommends a publicity handbook be compiled for each award specifying which publications should be targeted for the press release; which publications should be contacted for a paid add (either by association or publisher); PR materials in the form of bookmarks, posters, etc. be made available at a price that is affordable

2. Should this idea be considered only for ALEX Awards since there is more than one winner?

Part of this question is answered above. A concentrated PR campaign for the winning titles, but also make the nomination list available online.

3. Opportunity for Generating Revenue

Award seals should break even but not need to generate revenue from publishers. Why should awards be concerned with generating money, anyway? Is the purpose to generate revenue or to promote recognition and exposure? The consensus of this task force is that the purpose of these awards is to promote recognition and awareness of books and authors and emphatically not to generate revenue.

Does the cost of the luncheon (Margaret Edwards) limit the number of people who attend? Is there a way to reduce the cost such as having buffet that wouldn't require the same number of wait staff? Perhaps there should be a committee that looks at all meal functions to work on lowering costs.

Could chairs be placed in the back (50-60) at these functions for those to hear author's speech without buying a ticket as they do for Newbery/Caldecott? This may encourage attendees to buy tickets in the future.

Is any revenue generated from the sale of audio YALSA award speeches?

4. Pros and Cons of Award Seals and Recommendations

The seals are too expensive. Within the first year of winning, the publisher should be allowed to purchase seals at 10% over cost plus shipping. Print in bulk.

Too many seals dilute the message.

If a book wins the Printz and then, later, the Margaret Edwards, does the Edwards seal cover the Printz?

Does the publisher have the right or option to reprint its jacket to reflect the award status and, if there is a statement, does it need to be approved by ALA?

There is no charge if the publisher incorporates the seal into the book jacket or cover.

Should we give publishers the right to buy the die to print their own seals?

Can there be a seal that combines multiple YALSA awards to reduce the area taken up by multiple seals? (Example: The First Part Last)

To show our appreciation of publishers' support of YALSA, we recommend the above (reducing cost, die, etc.)

5. Strengths and Weaknesses of Marketing Efforts

Could YALSA produce an activity handbook as a teacher resource? It would focus on MAE and Printz winners and include author bio, the history of the award, a list of titles with synopses, booktalks and student handouts. Graphic layout by publisher, but the awards committee would create the content. An extra task for awards committees would be to work with publisher to create activity/enrichment booklet that would include ideas for how teachers can use these books in the classroom. Would a publisher be willing to work with YALSA to create this at no or low cost? It could also be made available to YALSA members for downloading from the website.

Weigh the pros & cons of copyright and fair use of promotional material generated on behalf of the YALSA awards.

YALSA should allow more access to MAE, ALEX, and Printz lists and materials.

Follett Library Resources annually prints and distributes posters with all the previous—and latest—Newbery, Caldecott, and Coretta Scott King award winning books. Do you feel a similar request should be made to Follett (or to another vendor) to print and distribute annually posters for the Printz, the ALEX, and the Edwards winners?

- While the Task Force has a very positive view of this addition and recognizes the great work Follett has done on posters in the past, it does note that the approach to date has been exclusively book-centric. The flexibility to adapt to the specific award focus variants should be factored into the design process. For example, in the case of the Margaret A. Edwards, while books represent a crucial complement of recognition, the primary weight of the honor falls to the selected author. Therefore, the poster should reflect a synthesis of crucial elements—author biography, signature, book covers, etc. In essence, there should be no standardized template for all awards, but rather thoughtful design strategy for each individual one that addresses concerns like the intended audience and the intended goals for each.
- The Task Force also recommends that YALSA recognize the consistent generosity and commitment of publishers by adopting the following statement/policy into the distribution and marketing of award seals: “YALSA will make the awards seals available to the winning author’s publishers for cost plus 10% and shipping. Publisher may reproduce the award sticker or print it on the cover of the book jacket at no extra charge.” This good faith gesture would translate into far more tangible and overall long-term rewards and goodwill than the minimal income standard pricing would generate.
- The Task Force recommends serious consideration of a new approach to marketing suggested by author Nancy Werlin, capitalizing on the enormous reach of evolving technology. YALSA would sponsor an annual contest inviting teens to create film trailers of any Printz award book for that year, possibly distributing posters for the same.

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overlooked in the awards process and deserves the legitimacy of standalone recognition well beyond the limited definitions and curricular constraints of the Sibert Medal. The Task Force therefore recommends that a new YALSA award be generated recognizing excellence in this category. Just as the Printz Award served as a stimulus for exposure