

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Denver
January 23-28, 2009

Topic: YAttitudes Editor Midwinter Report

Background: Erin Howerton, the Editor of *YAttitudes*, has provided the Board with a semi-annual report. The primary purpose of *YAttitudes* is to spotlight significant news and events of the organization and its member groups (including committees, task forces, discussion groups, interest groups and juries) and to complement the quarterly print journal *Young Adult Library Services*.

Action Required: Consent

Midwinter 2009 – YAttitudes Report – Erin Downey Howerton

This year, we will work to make sure members are getting *YAttitudes* in their inboxes through outreach on our lists and the blog. Raising awareness may also entice more nonmembers to join to get the newsletter, among other benefits!

While we have lost some regular columnists in 2008, *YAttitudes* is also beginning to feature more contributions from the membership at large. A new regular feature for 2009 will highlight “average” YALSA members speaking about their working lives in their own voices.

Tentative monthly themes for 2009 are:

- Item #1. February – Spring election news, planning for summer reading, highlighting YALSA events at ALA Annual conference
- Item #2. May – Award winners highlights, looking ahead to Teen Read Week, information on participating in YALSA discussion & interest groups
- Item #3. August – Back to school features, recognition of Friends of YALSA and Leadership Endowment donors, reminder on YALSA member awards & grants
- Item #4. November –highlighting YALSA events at ALA’s Midwinter Meeting, looking ahead to Teen Tech Week, announcing deadline for Calls for Proposal for Annual Conference

We will continue to look for ways to cross-promote YALSA resources and information, such as helpful content on the wikis and posts from the blog.

Finally, *YAttitudes* began accepting advertising. So far this year, we featured ads from ALA Graphics, School Library Journal, and Chessie Bligh.