

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Boston
January 15-19, 2010

Topic: Communications Report

Background: YALSA's Communications Specialist has provided a communications report for the first quarter of FY10. The report includes information about publications, which is a key revenue streams for YALSA.

Action Required: Information

Communications Report to the Board of Directors
12-31/2010
Stephanie Kuenn, YALSA Communications Specialist

YALSA Publications

Books

YALSA published two books between Annual 2009 and Midwinter 2010: *Quick and Popular Reads for Teens*, edited by Pam Spencer Holley (published by ALA Editions), in June 2009 and *Cool Teen Programs for under \$100*, edited by Jenine Lillian (self-published) in September 2009.

YALSA will publish three more books this fiscal year: *Multicultural Programs for Teens and Tweens*, edited by Linda Alexander and Nahyun Kwon; *Risky Business* by Linda Braun, Jack Martin, and Connie Urquhart; and *Annotated Booklists for Every Teen Reader*, edited by Julie Bartel and Pam Spencer Holley (published by Neal-Schuman).

In FY11, we'll publish *Young Adults Deserve the Best* by Sarah Flowers (published by ALA Editions) and plan to self-publish a Teen Read Week/Teen Tech Week programming guidebook. YALSA has applied for a Carnegie-Whitney grant to support publishing the TRW/TTW guide and has more proposals in the pipeline for FY11 and FY12.

Sales figures from ALA Editions and our self-published books are attached to this document. Sales figures from Neal-Schuman will be available onsite in Boston.

We are currently working on getting our self-published content onto Amazon and to create a Kindle edition of *Cool Teen Programs for under \$100*.

Periodicals

Young Adult Library Services

In February 2009, YALSA moved its production to Cadmus Communications, with an expectation of improved service and cost savings. By moving to Cadmus, we also streamlined back-order processing, with a less expensive storage facility and faster fulfillment on orders and back-orders. Cadmus is a leader in print production, and they will be rolling out software in the next year aimed at shortening the production process. Currently, the average issue takes approximate 10 weeks from manuscript submission to publication.

FY2010 expenses for *YALS* are currently \$11,638 (the costs of one issue, including but not limited to journal copyediting, typesetting, production and mailing). By contrast, expenses per issue in FY2009 were approximately \$13, 719. In FY2009, our expenses came in \$14,000 under our budgeted costs. In FY2010, *YALS* expenses were budgeted at \$62, 434. We are currently on track to come in nearly \$20,000 under budget on expenses.

Advertising revenues are currently at \$10,216, somewhat under budget. The winter issue, in particular, will be small, but our ad rep indicates that there is a great degree of interest in the spring and summer issues.

Despite the difficult revenue situation, *YALS* is within \$1,500 of breaking even for the first time, most likely due to our controlled expenses.

In addition, *YALS* won its second consecutive APEX Award for Publication Excellence.

For details on *YALS*' editorial operations, please see Sarah Flowers' editor's report.

Journal of Research on Libraries and Young Adults

YALSA is moving ahead on its launch of an online research journal in 2010. Jessica Moyer has been selected as the journal's editor and will begin recruiting authors at Midwinter Meeting. The journal's title will be *Journal of Research on Libraries and Young Adults*. The new journal will be announced in January 2010, with its website expected to launch this summer. Our goal is to make the first issue available in Fall 2010.

YAttitudes

YAttitudes began accepting advertising in FY2008, with the first ad purchased in FY2009. YAttitudes sells small ads, as well as issue sponsorships. Based on ad sales for FY2010 thus far, YAttitudes is poised to make a profit for the first time this year.

For an update on YAttitudes' editorial content, please see Erin Downey Howerton's editor's report.

YALSA's Social Media

YALSA now has more than 2,500 fans on Facebook and 3,443 followers on Twitter.

The blog is achieving great statistics, with more than 13,000 pageviews per month. The YALSA Blog was also nominated for Best Group Blog in the Edublog Awards, but came in 8th of 25 in the final tally.

We held a Twitter contest in December 2009, encouraging students to mention a particular hashtag in tweets for one week, with about 50 participants. We chose 7 at random to receive free tickets to one of YALSA's events at Midwinter Meeting.

In fall 2009, we began holding online chats in ALA's space in ALA Connect. The chats are all organized around a specific topic and have a moderator/host. Chats typically attract 15-20 participants. We have noticed that the chats encourage participation from throughout the membership, particularly among the new and less active members. Starting in December, we began encouraging members to host face-to-face local events tied to the online chat. January events are planned in New York, Seattle, and elsewhere as part of the First Wednesdays with YALSA initiative.

In addition, YALSA plans to launch a blog focused on young adult literature, giving teens a resource for finding new books and materials. We are currently seeking a manager for this blog (please feel free to suggest names to Linda Braun or Beth Yoke).

For more details on YALSA's blog, please see mk Eagle's blog manager's report.

YALSA Website

YALSA approved artwork for a website redesign earlier this year. We are currently reviewing proposals for an updated information architecture and hope to select a vendor in January 2009. Our hope is to launch the redesigned website in fall 2010.

In addition, YALSA has offered special websites for Teen Read Week and Teen Tech Week. The Young Adult Literature Symposium website will launch in April.

Event Marketing

Marketing YALSA's Midwinter events has been particularly challenging this year, due to library budgetary problems throughout our membership. We sent targeted emails to all YALSA members within 8 hours' driving distance of Boston as well as all members who purchased bundled registration. In addition, we contacted library associations and state libraries in the New England area, encouraging them to post our events to their blog and send them to their listservs. We will also be emailing student chapters at East Coast library schools to encourage them to attend Games, Gadgets, and Gurus.

Media Relations

YALSA has had another good six months in media relations. President Linda Braun has been quoted in *The New York Times* and will be quoted in the March issue of *Family Circle*. She also appeared on various radio programs, including

and Radio Disney, as well as in the *Toledo Blade*, the *Minneapolis Star-Tribune*, and *School Library Journal*, among others.

In addition, the Associated Press picked up the announcement of the first set of finalists for YALSA's Nonfiction Award. The award was mentioned in 81 newspapers, including *The New York Times* and *The Washington Post*,