

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Dallas
January 20 – 24, 2012

Topic: Communications Report

Background: YALSA's Communications Specialist has provided a communications report for the first quarter of FY12. The report includes information about publications, which is a key revenue stream for YALSA. Marketing information is also included in the report.

Action Required: Information

MARKETING

- In December, YALSA began a multichannel (listservs, member email blasts, social media, blog posts) campaign to raise funds for the Books for Teens initiative with a goal of meeting a \$500 match. YALSA raised \$800 during the month of December.
- In addition to Books for Teens, marketing efforts between Annual 2011 and now have focused on YALSA webinars and online courses, Midwinter institute and registration, Dollar General Literacy Foundation grants, Teen Tech Week, and more.
- YALSA launched its national research agenda in October at www.ala.org/yalsa/researchagenda, with dedicated outreach to like-minded literacy organizations, SLIS deans, as well as YALSA members
- YALSA began a subscription drive for YALS in fall 2011, with a coupon for NCTE attendees to receive a free webinar-on-demand; future efforts include a January email campaign to ALA members who work with teens and past subscribers to YALS
- YALSA's iPhone app, the Teen Book Finder, will launch January 25 at the Congressional Internet Caucus' Tech Kickoff Reception and Technology Exhibition. The Teen Book Finder features the past two years of selected lists and award-winning books from YALSA, funded by a Dollar General Literacy Foundation grant, and developed by Ora Interactive.
- Best of the Best 2012 will launch February 1 at www.ala.org/yalsa/best.
- YALSA now has 9,705 followers on Twitter and 4,860 fans on Facebook. Books for Teens has 1,167 fans on Facebook.

PERIODICALS:

- *YALSA E-News* is published monthly by staff with member contributors
- Megan Honig began her editorship of *YALS*
- *YALS* instituted its first subscription price increase in five years to \$70 for US subscribers and \$80 for international subscribers
- Gretchen Kolderup became member manager of *The Hub*
- The *YALS* online companion (<http://yalsa.ala.org/yals>) had its soft-launch in November with content added and a full-launch in conjunction with the Winter 2012 issue in January.

- *YALS* won its fourth APEX Award for Publication Excellence

PUBLIC RELATIONS

- Since Annual, YALSA has sent out more than 50 press releases on topics such as YALSA member awards and grants, the Morris and Nonfiction Awards, Teen Read Week, the Teens' Top Ten, YALSA's participation in the Badges for Learning Competition and Digital Learning Day, and more.
- YALSA issued an article through North American Precis Syndicate (NAPS) on Teen Read Week in October, resulting in 76 print placements in 11 states for a readership of 3 million, as well as more than 200 website placements, for a total of 15 million unique viewers
- YALSA worked with ALA's Public Information Office to distribute the Morris and Nonfiction shortlist announcement through the Associated Press, which resulted in

- The Teen Tech Week website launched in November 2011, powered through Ning rather than the ALA website. Using Ning allows registrants to connect with one another online and allows YALSA to post all TTW information in one place rather than multiple channels. It also eliminates duplicate registration, which was a significant problem in past for TTW registration.

Respectfully submitted by Stephanie Kuenn