To: ALSC Board of Directors

Subject: Publications Report

Submitted by: Laura Schulte-Cooper, Program Officer, Communications

Date submitted: January 22, 2018

Non-serial Publications

Status

Title: ***The Newbery & Caldecott Awards: A Guide to the Medal and Honor Books, 2018 Edition***
Publisher/Author: ALA/ALSC
Publication date: Summer 2018
Description: This annual guide provides a complete listing, including annotations, of all medal and honor books since the inception of each award. The 2018 edition features an interview with Newbery Medalist Linda Sue Park.
Status: Copy is due in ALA Editions by February 28. The publication is available for preorder in the ALA Store.

Title: ***ALSC Annual Report, FY17***
Publisher/Author: ALSC
Release date: Midwinter 2018
Description: The report is a recap of ALSC activities and achievements for the period of September 1, 2016, through August 31, 2017.
Status: Copy is in production.

Sales

Publication Title	Copies Sold Life to Date & *FY18 to Date*	Net Sales Life to Date & *FY18 to Date*	Approx. Royalty to ALSC Life to Date & *FY18 to Date*
Newbery & Caldecott Awards: A Guide to the Medal and Honor Books, 2017 edition (5% royalty to ALSC)	432	$12,133	$607
	76	*$2,098*	*$105*
Becoming a Media Mentor (2.5% royalty to ALSC)	790	$30,531	$763
	163	*$6,084*	*$152*
Building a Culture of Literacy in Your Community through Día (2011) (5% royalty to ALSC)	484	$17,126	$856
	3	*$33*	*$2*
In the Words of the Winners: The Newbery and Caldecott Medals, 2001-2010 (2011) (5% royalty to ALSC)	516	$18,830	$941
	5	*$49*	*$2*
Popular Picks for Young Readers (2014) (5% royalty to ALSC)	412	$15,705	$785
	10	*$244*	*$12*

Newbery & Caldecott Mock Elections Tool Kit (2011)	163	$5,658	N/A
	1	*$35*	
The Pura Belpre Awards: Celebrating Latino Authors and Illustrators (2006) (5% royalty to ALSC)	1,161	$33,121	$1,656
	6	*$74*	*$4*

Serial Publications

Children and Libraries (CAL)

Children and Libraries is ALSC's quarterly, refereed journal. It is published quarterly, both in print and digitally, for ALSC members and subscribers.

Production

The Spring 2018 issue is currently in production and mails out in March. The issue will include articles on early literacy in the hospital NICU, writing boxes in the library, a report from the 2017 Bechtel Fellow, a cooperative approach to preschool storytime, and more.

Advertising

ALSC, YALSA, Reference and User Services Association (RUSA), and Association for Library Collections & Technical Services (ALCTS) are sharing travel expenses (transportation and hotel) to bring Bill Spilman, ad sales representative, to the Midwinter Meeting in Denver. Spilman sells advertising for journals published by all four ALA divisions.

The total gross advertising revenue for the Fall and Winter 2017 issues is $10,133, which is ahead of budget. Total gross advertising revenue budgeted for FY18 is $14,500.

	Actual Gross Advertising Revenue	**Budgeted Gross Advertising Revenue**
Fall 2017	$5,003.50	$3,625 (per issue)
Winter 2017	$5,129.25	$3,625
Total to date (with two issues outstanding)	$10,133	$14,500 (budgeted for FY18)

Apex Award

Last summer, CAL received a 2017 Apex Grand Award for publication excellence. Of more than 1,360 entries, only 100 received Grand Awards, the highest recognition the Apex judges can confer. Apex Awards are given for excellence in graphic design, editorial content, and overall communications.

According to Apex judges, "The visuals in [CAL] are excellent, … the copy shines, with superb, well-researched and very well-presented features, each a resource in itself for librarians working with children. A valuable resource for professionals in the field."

ALSC Matters! Newsletter

ALSC Matters! is a quarterly newsletter highlighting division activities, member news, and information of interest to librarians working with children.

Production

The next issue comes out in February. The release date will be later than usual due to the timing of the Midwinter Meeting. Copy for the President's column from Nina Lindsay and the Midwinter Meeting report from ALSC Councilor Jenna Nemec-Loise will be due on Sunday, February 18, if at all possible.

Statistics

Alerts are sent via direct email to ALSC members and *ALSC Matters* subscribers when each new issue of the newsletter goes live online. The email displays links to the news stories in the issue online. Statistics generated

by ALA's bulk email platform (Informz) are below.

	November 2017	August 2017	May 2017	February 2017	November 2016
Delivered	3,322	3,210	3,217	3.206	3,089
Opened	1,203	1,184	1,235	1,234	1,143
Open Rate Benchmark: 37.48%	36.2% of delivered	36.9%	38.4%	38.5%	37%
Clicks	366	371	298	355	378
Click Rate Benchmark: 15.37%	30.4% of opened	31.3	24.1%	28.8%	33.1%

Below are Google Analytics, through January 21, 2018, for the most recent issues of *ALSC Matters* online.

	November 2017	August 2017	May 2017	February 2017
Pageviews	1,361	1,479	1,322	1,460
Unique Pageviews	1,096	1,173	1,045	1,147

Pageviews = total number of pages viewed. Repeated views of a single page are counted.
Unique Pageviews = number of sessions during which the specified page was viewed at least once.

Everyday Advocacy Matters **Newsletter**

Everyday Advocacy Matters is a quarterly, electronic newsletter featuring simple, effective ways to learn, share, and make a difference in local library communities through advocacy.

Production
The January issue of *Everyday Advocacy (EA) Matters* was released on January 22.

EA Member Content Editor Position
Jenna Nemec-Loise notified the ALSC Executive Committee last fall that she would step down from her editorial position as member content editor, which she has held since 2013, at the end of her contract (January 2018).

The position was advertised beginning in the fall, applications were accepted through December 31,2017, and the Executive Committee, led by Jamie Naidoo, selected Amy Martin, Oakland Public Library, as the new EA Member Content Editor. She will officially begin in mid-February.

Statistics
Each issue of *EA Matters* is sent via direct email, to ALSC members and *EA Matters* subscribers, with links to full article content online. Statistics generated by ALA's bulk email platform (Informz) are below.

	October 2017	July 2017	April 2017	January 2017	October 2016
Delivered	3,264	3,174	3,247	3,096	3,046
Opened	986	941	1,015	1,108	896
Open Rate Benchmark: 37.48%	30.2% of delivered	29.6%	31.3%	35.8%	29.4%
Clicks	120	112	87	196	128
Clicks Rate Benchmark: 15.37%	12.2% of opened	11.9%	8.6%	17.7%	14.3%

Below are Google Analytics, through January 21, 2018, for the most recent issues of *Everyday Advocacy Matters* online.

	October 2017	July 2017	April 2017	January 2017
Pageviews	367	257	191	331
Unique Pageviews	300	174	118	259

Pageviews = total number of pages viewed. Repeated views of a single page are counted.
Unique Pageviews = number of sessions during which the specified page was viewed at least once.