

To: ALSC Board of Directors
Subject: Publications Report
Submitted by: Laura Schulte-Cooper, Program Officer, Communications
Date submitted: June 8, 2018

Non-serial Publications

New Publication -- FY18

	Quantity Sold / Net Revenue	Expenses
<u><i>The Newbery & Caldecott Awards: A Guide to the Medal and Honor Books, 2018 Edition</i></u>	257 copies \$7,453 \$373 - 5% royalty to ALSC	\$600

Sales

Publication Title	Copies Sold Life to Date & FY18	Net Sales Life to Date & FY18	Approx. Royalty to ALSC Life to Date & FY18
<i>Newbery & Caldecott Awards: A Guide to the Medal and Honor Books, 2017 edition</i> (5% royalty to ALSC)	475 119	\$13,232 \$3,197	\$662 \$160
<i>Becoming a Media Mentor</i> (2.5% royalty to ALSC)	799 172	\$30,751 \$6,303	\$769 \$158
<i>Building a Culture of Literacy in Your Community through Día</i> (2011) (5% royalty to ALSC)	486 5	\$17,164 \$71	\$858 \$4
<i>In the Words of the Winners: The Newbery and Caldecott Medals, 2001-2010</i> (2011) (5% royalty to ALSC)	521 10	\$18,997 \$216	\$950 \$11
<i>Popular Picks for Young Readers</i> (2014) (5% royalty to ALSC)	414 12	\$15,760 \$299	\$788 \$15
<i>Newbery & Caldecott Mock Elections Tool Kit</i> (2011)	164 2	\$5,689 \$67	N/A
<i>The Pura Belpre Awards: Celebrating Latino Authors and Illustrators</i> (2006) (5% royalty to ALSC)	1,162 7	\$33,123 \$76	\$1,656 \$2

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 Summer 2018 issue was recently released and features a lively photo of ALSC Councilor Jenna Nemec-Louise on the cover. The Fall 2018 issue is in production and mails out in September.

Digital Supplement

CAL’s second digital supplement, featuring Naomi Shihab Nye’s 2018 Arbuthnot Honor Lecture, is in production and will be [available online soon](#). At that time, an email notification will be sent to all ALSC members and CAL subscribers, providing a link to the supplement.

Advertising

Advertising sales for FY-18 were stronger than expected with revenue reaching a new high for recent years (see table below). We budgeted conservatively for the fiscal year—\$11,250. According to Bill Spilman, our advertising sales rep, CAL garnered several new advertisers this year who purchased one-time placements. Time will tell if they convert to “regular” advertisers.

	FY-18	FY-17	FY-16	FY-15	FY-14	FY-13	FY-12
Net Advertising Revenue	\$14,681	\$10,114	\$10,546	\$14,157	\$11,624	\$9,095	\$7,276

ALSC, YALSA, and Reference and User Services Association (RUSA) are sharing travel expenses (transportation and hotel) for Bill Spilman’s attendance at the Annual Conference in New Orleans.

ALSC Matters! Newsletter

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

Production

Copy for the August issue is due in July.

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 online. Statistics generated by ALA’s bulk email platform (Informz) are below.

	May 2018	February 2018	November 2017	August 2017	May 2017
Delivered	3,368	3,398	3,322	3,210	3,217
Opened	1,372	1,190	1,203	1,184	1,235
Open Rate <small>Benchmark: 40.89%</small>	40.7% <small>of delivered</small>	35%	36.2%	36.9%	38.4%
Clicks	432	338	366	371	298
Click Rate <small>Benchmark: 13.23%</small>	31.5% <small>of opened</small>	28.4%	30.4%	31.3%	24.1%

Below are Google Analytics, through June 7, 2018, for the most recent issues of *ALSC Matters* online.

	May 2018	February 2018	November 2017	August 2017
Pageviews	1,490	1,472	1,619	1,555
Unique Pageviews	1,217	1,164	1,295	1,234

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 next issue of *Everyday Advocacy (EA) Matters* will be released in July.

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.

	April 2018	January 2018	October 2017	July 2017	April 2017
Delivered	3,348	3,302	3,264	3,174	3,247
Opened	1,023	993	986	941	1,015
Open Rate <small>Benchmark: 40.89%</small>	30.6% <small>of delivered</small>	30.1%	30.2%	29.6%	31.3%
Clicks	130	96	120	112	87
Clicks Rate <small>Benchmark: 13.23%</small>	12.7% <small>of opened</small>	9.7%	12.2%	11.9%	8.6%

Below are Google Analytics, through June 7, 2018, for the most recent issues of *Everyday Advocacy Matters* online.

	April 2018	January 2018	October 2017	July 2017
Pageviews	359	390	412	283
Unique Pageviews	240	276	340	193

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.