

To: ALSC Executive Committee
Subject: Publications Report
Submitted by: Laura Schulte-Cooper, Program Officer, Communications
Date submitted: April 5, 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: In production and [available for preorder in the ALA Store](#).

ALSC and ALA Editions recently agreed to work together on an awards brochure, pulling content from the 2018 annual guide, which will tentatively be available for sale later this spring/summer.

Title: *ALSC Annual Report, 2017-2018*

Publisher/Author: ALSC

Release date: June and late Fall

Description: The annual report recaps ALSC activities and achievements in 2017-18. The initial report, covering Nina Lindsay’s presidential term (July 2017 to present), will be submitted in early June to the ALA Governance Office for distribution to ALA Council and Executive Board. The final report, capturing activities for Fiscal Year 2018 (September 2017 through August 2018) will be designed and printed in the fall.

Status: Copy is being compiled.

Sales

Publication Title	Copies Sold Life to Date & <i>FY18 to Date</i>	Net Sales Life to Date & <i>FY18 to Date</i>	Approx. Royalty to ALSC Life to Date & <i>FY18 to Date</i>
<i>Newbery & Caldecott Awards: A Guide to the Medal and Honor Books, 2017 edition</i> (5% royalty to ALSC)	468	\$13,059	\$653
	<i>112</i>	<i>\$3,024</i>	<i>\$151</i>
<i>Becoming a Media Mentor</i> (2.5% royalty to ALSC)	799	\$30,741	\$769
	<i>172</i>	<i>\$6,294</i>	<i>\$157</i>

Building a Culture of Literacy in Your Community through Día (2011) (5% royalty to ALSC)	486	\$17,164	\$858
	5	\$71	\$4
In the Words of the Winners: The Newbery and Caldecott Medals, 2001-2010 (2011) (5% royalty to ALSC)	521	\$18,997	\$950
	10	\$216	\$11
Popular Picks for Young Readers (2014) (5% royalty to ALSC)	413	\$15,715	\$786
	11	\$254	\$13
Newbery & Caldecott Mock Elections Tool Kit (2011)	164	\$5,690	N/A
	2	\$67	
The Pura Belpre Awards: Celebrating Latino Authors and Illustrators (2006) (5% royalty to ALSC)	1,162	\$33,123	\$1,656
	7	\$76	\$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 Summer 2018 issue is currently in production and mails out in June. Likely to appear in the issue are articles on entrepreneurial library services for children in China, Guys Read book clubs, bibliotherapy in a Swedish hospital, the direction of twenty-first-century picture books, and more.

Advertising

ALSC recently contacted YALSA, Reference and User Services Association (RUSA), and Association for Library Collections & Technical Services (ALCTS), inviting them to share travel expenses (transportation and hotel) to bring Bill Spilman, ad sales representative, to the ALA Annual Conference in New Orleans. Spilman represents journals published by all four ALA divisions. To date, ALCTS and YALSA have agreed to share expenses with ALSC.

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 May. Copy for Nina Lindsay's President's column and Jamie Naidoo's VP column is due on Wednesday, April 25.

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.

	February 2018	November 2017	August 2017	May 2017	February 2017
Delivered	3,398	3,322	3,210	3,217	3,206
Opened	1,181	1,203	1,184	1,235	1,234
Open Rate Benchmark: 37.48%	34.8% of delivered	36.2%	36.9%	38.4%	38.5%
Clicks	330	366	371	298	355

Click Rate Benchmark: 15.37%	27.9% of opened	30.4%	31.3	24.1%	28.8%
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Below are Google Analytics, through April 4, 2018, for the most recent issues of *ALSC Matters* online.

	February 2018	November 2017	August 2017	May 2017
Pageviews	1,356	1,525	1,520	1,364
Unique Pageviews	1,066	1,215	1,203	1,078

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 April issue of *Everyday Advocacy (EA) Matters*, compiled by new EA member content editor Amy Martin, was released on Tuesday, April 3.

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	3,349	3,302	3,264	3,174	3,247
Opened	948	990	986	941	1,015
Open Rate <small>Benchmark: 37.48%</small>	28.3% <small>of delivered</small>	30%	30.2%	29.6%	31.3%
Clicks	116	96	120	112	87
Clicks Rate <small>Benchmark: 15.37%</small>	12.2% <small>of opened</small>	9.7%	12.2%	11.9%	8.6%

Below are Google Analytics, through April 4, 2018, for the most recent issues of *Everyday Advocacy Matters* online.

	April 2018	January 2018	October 2017	July 2017
Pageviews	229	346	405	279
Unique Pageviews	120	234	334	189

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.