

**To:** ALSC Executive Committee  
**Subject:** Publications Report  
**Submitted by:** Laura Schulte-Cooper, Program Officer, Communications  
**Date submitted:** September 22, 2018

**Non-serial Publications**

**Status**

**Working titles:** *20 Great Reads... Kids Will Love* (Newbery brochure) & *22 Illustrated Books... Not to Miss*

**Publisher/Author:** ALA

**Publication date:** 2019

**Description:** ALA Editions reached out to ALSC to collaborate on two brochures featuring past Newbery and Caldecott winning-titles. ALA will handle production, marketing, printing, and sales. ALSC will receive a 5% royalty on sales.

**Status:** ALA is currently working to finalize the brochure titles and covers to place in the next catalog. Interior content has not been drafted by ALA Editions yet. ALSC staff will have the opportunity to review copy and provide feedback and suggestions.

**Title:** *ALSC Annual Report, 2017-2018*

**Publisher/Author:** ALSC

**Release date:** 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), was 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</i>	Net Sales Life to Date & <i>FY18</i>	Approx. Royalty to ALSC Life to Date & <i>FY18</i>
<i>Newbery &amp; Caldecott Awards: A Guide to the Medal and Honor Books, 2017 edition</i> (5% royalty to ALSC)	492 <i>136</i>	\$13,586 <i>\$3,551</i>	\$679 <i>\$178</i>
<i>Newbery &amp; Caldecott Awards: A Guide to the Medal and Honor Books, 2018 edition</i> (5% royalty to ALSC)	350 <i>349</i>	\$10,094 <i>\$10,077</i>	\$505 <i>\$504</i>

<b><i>Becoming a Media Mentor</i></b> (2.5% royalty to ALSC)	814	\$31,145	\$779
	187	\$6,698	\$167
<b><i>Building a Culture of Literacy in Your Community through Día</i></b> (2011) (5% royalty to ALSC)	489	\$17,200	\$860
	8	\$107	\$5
<b><i>In the Words of the Winners: The Newbery and Caldecott Medals, 2001-2010</i></b> (2011) (5% royalty to ALSC)	523	\$19,000	\$950
	12	\$219	\$11
<b><i>Popular Picks for Young Readers</i></b> (2014) (5% royalty to ALSC)	414	\$15,652	\$783
	12	\$191	\$10
<b><i>Newbery &amp; Caldecott Mock Elections Tool Kit</i></b> (2011)	164	\$5,689	N/A
	2	\$67	
<b><i>The Pura Belpre Awards: Celebrating Latino Authors and Illustrators</i></b> (2006) (5% royalty to ALSC)	1,166	\$33,160	\$1,658
	11	\$113	\$6

## 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 Fall 2018 issue is in the mail and will be posted [online](#) soon. The Winter 2018 issue is in an early stage of production and will mail out in December. Likely to appear in the issue are articles on the collaboration of a library and physical education, an assessment of public library play centers, one library's summer reading approach, Andrea Davis-Pinkney and Brian Pinkney, and more.

#### Apex Award

This summer, the [journal received a 2018 Apex Award](#) for Publication Excellence in the category of Magazines, Journals & Tabloids. The Apex is based on excellence in graphic design, editorial content, and success in achieving overall communications effectiveness and excellence.

### ***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 November. Copy for Jamie Naidoo's President's column and Cecilia McGowan's VP column is due Thursday, October 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 provides links to the news stories online. Statistics generated by ALA's bulk email platform (Informz) are below.

	<b>August 2018</b>	<b>May 2018</b>	<b>February 2018</b>	<b>November 2017</b>
<b>Delivered</b>	3,356	3,368	3,398	3,322
<b>Opened</b>	1,263	1,393	1,190	1,203
<b>Open Rate</b> Benchmark: 40.89%	37.6% of delivered	41.4%	35%	36.2%
<b>Clicks</b>	396	445	338	366

**Fall EC Meeting 2018  
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<b>Click Rate</b> Benchmark: 13.23%	31.4% of opened	31.9%	28.4%	30.4%
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Below are Google Analytics, through September 23, 2018, for the most recent issues of *ALSC Matters* online.

	<b>August 2018</b>	<b>May 2018</b>	<b>February 2018</b>	<b>November 2017</b>
<b>Pageviews</b>	1,401	1,750	1,546	1,687
<b>Unique Pageviews</b>	1,090	1,422	1,230	1,354

**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 July issue of *Everyday Advocacy (EA) Matters*, compiled by EA member content editor Amy Martin, was released on July 13. The next issue comes out in October.

**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.

	<b>July 2018</b>	<b>April 2018</b>	<b>January 2018</b>	<b>October 2017</b>
<b>Delivered</b>	3,328	3,348	3,302	3,264
<b>Opened</b>	1,385	1,023	993	986
<b>Open Rate</b> Benchmark: 37.48%	41.6% of delivered	30.6%	30.1%	30.2%
<b>Clicks</b>	141	131	96	120
<b>Clicks Rate</b> Benchmark: 15.37%	10.2% of opened	12.8%	9.7%	12.2%

Below are Google Analytics, through September 23, 2018, for the most recent issues of *Everyday Advocacy Matters* online.

	<b>July 2018</b>	<b>April 2018</b>	<b>January 2018</b>	<b>October 2017</b>
<b>Pageviews</b>	426	513	431	419
<b>Unique Pageviews</b>	327	374	316	347

**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.