RA Webinar

TALKING BOOK PROGRAM

TEXAS STATE LIBRARY AND ARCHIVES COMMISSION

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Webinar Outline

- Hooks. Lines, & Stinkers: General RA tips from John
- Alternate ways to look at Genre from Laura Jean
- Resources to assist you when providing RA from Saidah
Hooks, Lines, & Stinkers

**HOOKS**
Something intended to attract and ensnare

**LINES**
Words making up a part in a drama

**STINKERS**
Something that is bad
HOOKS

- Location, Location, Location
- Avocations, Occupations, Passions
- Time Period
Open-Ended Questions

Repeat and Paraphrase

“Give it a try and let me know . . .”
STINKERS

- “You’ll love . . .”
- “I don’t like . . .”
Summary

HOOKS
Cross-genre-rational

LINES
Keep the conversation going

STINKERS
Stinkers Happen...
Live, Learn, and Make Lemonade
QUESTIONS?
Alternative approaches to RA

- Hooks
- Genreblends
- Now or Forever
- Alternative Frameworks for Genres
- Review a book in 15 minutes
Does your patron have a particular topic or interest?

- **NASCAR**
  - Art of Racing in the Rain by Garth Stein (Literary Fiction)
  - Dangerous Curves by Pamela Britton (Spicy Romance)
  - Motor Mouth by Janet Evanovich (Mystery)

- **Culture clashes**
  - Long Ships by Frans Gunner Bengtsson (Historical Fiction)
  - Water Museum by Luis Alberto Urrea (short stories, literary fiction)
  - Walking Drum by Louis L’Amour (Historical Fiction)
Read-a-likes: Books and series that are similar in genre, tone, etc...
- Game of Thrones: Song of Ice and Fire and Iron King: Accursed Kings Series

Similar Authors: Authors that share genres, writing style, tone and other appeal factors
- Edward Rutherfurd/James Michener/John Jakes

Genreblends: Books, authors, or series that blend two or more separate genres together
- Haunted Mesa by Louis L’Amour or Holmes on the Range by Steve Hockensmith
Now or Forever books

**Now books** give us a very contemporary look at current issues.

**Forever books** deal with timeless experiences such as relationships, philosophy, history, and an analysis of the human condition.
Framework: Adrenaline Genres

**Appeal Factors**
- Pacing – compressed time frames
- Cinematic
- Happy endings, hero safe
- Good vs Evil

**Adrenaline Genres**
- Suspense
- Romantic Suspense
- Adventure
- Thrillers

Reader’s Advisory Guide to Genre Fiction by Joyce Saricks
Framework: Intellectual Genres

Appeal Factors

- Books that are puzzles
- Pose a quandary: social, political or whodunit
- Pacing varies

Intellectual Genres

- Literary Fiction
- Science Fiction – hard vs soft
- Psychological Suspense
- Mysteries
Framework: Emotional Genres

**Appeal Factors**
- Make you feel powerful emotions
- Sympathetic protagonists
- Liberal use of adjectives and colloquialisms

**Emotional Genres**
- Romance
- Horror
- Gentle Reads
- Women’s Fiction
Framework: Location Genres

Appeal Factors
- Frame is the most important element
- Pacing is more measured

Genres with a sense of place
- Fantasy
- Historical Fiction
- Westerns
Foundation

Create a broad foundation of genre, author, & series knowledge

• Read outside your comfort zone. Explore other genres
• Don’t read everything. Let others do the work
  • Talk books with co-workers, friends, family members and patrons
• Know your collection
• Review at least one new book in your collection per week
• Don’t forget the older books
Review a book in 15 minutes!

- JUDGE a book by its cover!
- Read the back and book flap
- Read the prologue or first couple of pages
  - Tone
- Skim through the page
  - Pacing – Many short chapters or fewer longer ones?
  - Descriptive or Dialog heavy? – Look at blocking
  - Get a sense of the language used
- Read the last couple of pages
  - Happy ending or open ended?
QUESTIONS???
General Resources

- **Novelist** *(database by EBSCO)*
  - Find *read-alikes* of an Author, Title, or even a Series

- **Goodreads**
  - Great genre lists, suggestions based on previous reading, etc.

- **Readers Advisor On-line**
  - Has a great author *read-alikes* feature
Lists of Awards finalists / winners:

- Nobel Prize in Literature
- National Book Award
- Pulitzer Prize
- Caldecott/Newbery
- PEN Literary Awards
Follow Best Sellers Lists

• New York Times Best Sellers
• L. A. Times Best Sellers
• Washington Post Best Sellers
• Publishers Weekly
For your Spanish speaking patrons

- America Reads Spanish
- Goodreads’ Spanish Reading List
Readers Advisory Marketing Tips

- Market your RA services / skills (website, blog, newsletter, library’s social media page)
- Offer patrons a next-reads form, like the one at the Seattle Public Library
- Create displays and exhibits on a theme or genre
- Create bookmarks, booklists, posters.
Develop your RA Skills

- **ARRT** (Adult Reading Round Table - Chicago Area Librarians)
- **ALA – RA Resources**
- **WebJunction RA Webinars**
- **Reader’s Advisor On-line**
QUESTIONS
Contact us!

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