RA Webinar

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

LINES
- 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**

QUESTIONS?

**Alternative approaches to RA**

- Hooks
- Genreblends
- Now or Forever
- Alternative Frameworks for Genres
- Review a book in 15 minutes
Hooks

- 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, Similar Authors, and Genreblends

- 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

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

QUESTIONS

Contact us!

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