

# RA Webinar

## TALKING BOOK PROGRAM

TEXAS STATE LIBRARY AND ARCHIVES  
COMMISSION

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SAIDAH OCHOA

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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

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## Hooks, Lines, & Stinkers

### HOOKS

Something intended to attract and ensnare



### LINES

Words making up a part in a drama



### STINKERS

Something that is bad



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## HOOKS

- Location, Location, Location
- Avocations, Occupations, Passions
- Time Period



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## LINES

- Open-Ended Questions
- Repeat and Paraphrase
- “Give it a try and let me know . . .”



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## STINKERS

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



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### Summary

**HOOKS**

Cross-genre-rational

**LINES**

Keep the conversation going

**STINKERS**

Stinkers Happen...

Live, Learn, and Make Lemonade



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### Questions

QUESTIONS?

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### Alternative approaches to RA

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

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### 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)

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### Read-a-likes, Similar Authors, and Genreblends

**Read-alikes:** 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 Rutherford/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

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### 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.

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### 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

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### 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

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### 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

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### 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

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### 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

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### 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?

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Questions

QUESTIONS???

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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

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Lists of Awards finalists / winners:

- [Nobel Prize in Literature](#)
- [National Book Award](#)
- [Pulitzer Prize](#)
- [Caldecott/Newbery](#)
- [PEN Literary Awards](#)

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Follow Best Sellers Lists

- [New York Times Best Sellers](#)
- [L. A. Times Best Sellers](#)
- [Washington Post Best Sellers](#)
- [Publishers Weekly](#)

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For your Spanish speaking patrons

- [America Reads Spanish](#)
- [Goodreads' Spanish Reading List](#)

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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.

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### Develop your RA Skills

- [ARRT](#) (Adult Reading Round Table - Chicago Area Librarians)
- [ALA – RA Resources](#)
- [WebJunction RA Webinars](#)
- [Reader’s Advisor On-line](#)

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### Questions

QUESTIONS

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### Contact us!

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