

MEETING YOUR COMMUNITY'S DEMAND FOR BOOKS

Where collection development and readers' advisory meet



Core Collections

NovelList
Empowering Librarians... Engaging Readers

TODAY'S PANEL



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(moderator)

Join us on Twitter:
[#Demand4Books](#)

Discussion

IS IT
PUBLIC OR
TECHNICAL
SERVICE?

Readers' Advisory (RA) is as much a technical service as it is a public one and collection development is as much a public service as something that takes place behind the scenes at headquarters.

WHAT KIND
OF TRAINING
IS NEEDED?

*A recent survey that mapped
the state of RA practice found
that:*

*93% of respondents provide RA
services*

*Of those, only 18% took a class
devoted to RA in library school*

*62% employ self-directed training
to learn RA*

Specifics of the Job

COLLECTION
DEVELOPMENT
RESOURCES

Barbara Hoffert's PrePub Picks

reviews.libraryjournal.com/category/prepub/picks/

earlyword.com

www.earlyword.com

The New York Times

Wall Street Journal

Publisher's Lunch Deluxe

lunch.publishersmarketplace.com/

Shelf Awareness

www.shelf-awareness.com/

FOLLOW
THESE
TWITTER
ACCOUNTS

NYPL

Nancy Pearl

Indie bookstores

Publishers Weekly

The New Yorker

The Big Five Publishers

Other publishers (Algonquin, Workman, etc.)

The Guardian

The Atlantic

The NY Review of Books

US J Cuyahoga County Public Library

ALA

@CCPL_WendyB

(I rarely tweet, but retweet a lot)

CINDY'S
SITE-A-DAY

MONDAY

Reader's Advisor Online
(www.readersadvisoronline.com)

TUESDAY

Barnes & Noble Stores' Bestsellers
(www.barnesandnoble.com/u/barnes-and-noble-stores-bestsellers/379003727)

WEDNESDAY

The Millions (<http://www.themillions.com/features-columns/>)

THURSDAY

Flavorwire (<http://flavorwire.com/category/books>)

FRIDAY

EarlyWord (www.earlyword.com)

SATURDAY

Jacket Copy, the LA Times book blog
(<http://www.latimes.com/books/jacketcopy/>)

SUNDAY

New York Times Book Review –
(<http://www.nytimes.com/pages/books/index.html>)

CINDY'S
OTHER
ESSENTIALS

Barbara Hoffert's LJ PrePub Alert

(<http://reviews.libraryjournal.com/category/prepub>)

PW On-Sale Calendar

(<http://publishersweekly.com/pw/by-topic/new-titles/on-sale-calendar/index.html>)

Shelf Awareness (book trade edition)

(www.shelf-awareness.com)

PW Daily

(<http://publishersweekly.com/pw/email-subscriptions/index.html>)

Amazon's Best Books of the Month

(www.amazon.com/books)

Goodreads Monthly Newsletter

(www.goodreads.com/newsletters/general)

Edelweiss

(<http://edelweiss.abovethetreeline.com>)

IndieNext List

(<http://www.indiebound.org/indie-next-list>)

AND DON'T
FORGET!

Big 6 Publishers Information for Librarians:

HarperCollins

<http://harper.hc.com/librarylovestest>

Random House

<http://randomhouselibrary.com>

Penguin

http://www.penguin.com/services-library/librarians_den

Macmillan

<http://www.macmillanlibrary.com>

Simon & Schuster

<https://www.facebook.com/SSEdLib>

Hachette

<https://www.hachettebookgroup.biz/librarians-educators>

READER-
CENTRIC
APPEAL
FACTORS

What the reader **feels** like reading

What is the reader “**in the mood**” to read?

A “weeper” (e.g., *The Fault in Our Stars*, by John Green; any book by Lurlene McDaniel)

A spine-tingling thriller or horror novel (e.g., Rick Yancey’s *The Monstrumologist* and sequels; Jonathan Maberry’s “Rot and Ruin” series)

A satisfying romance (e.g., Sarah Dessen’s *The Truth About Forever* and *This Lullaby*)

What kind of **reading experience** does the reader seek?

An easy-to-read “beach book” (e.g., Melissa De La Cruz’s *The Beach Lane Collection*; Maureen Johnson’s *Suite Scarlett*)

A lengthy epic (e.g., M.T. Anderson’s *The Astonishing Life of Octavian Nothing*; Philip Pullman’s *His Dark Materials* omnibus)

BOOK-
CENTRIC
APPEAL
FACTORS

Characteristics of books that appeal to readers (e.g., genre, characterization, pacing)

Commonly described **elements** of books (see NoveList's "Appeal Factors")

Storyline

Pace

Tone

Writing style

Genre, a descriptor that often addresses multiple appeal factors

CONTEXT-
DEPENDENT
APPEAL
FACTORS

Contemporary popularity (“It” factor)

Movie or media tie-in

Popularity among peers

Notoriety

Required reading or school assignment

Local relevance or importance

RECOMMENDED
READING

Dali, K. (2014). **From book appeal to reading appeal: Redefining the concept of appeal in readers' advisory.** *Library Quarterly*, 84 (1), 22-48.

Ross, C.S. and Chelton, M.K. (2001). **Reader's advisory: Matching mood and material.** *Library Journal*, 126 (2), 52-55.

Saricks, J. (2013). **Updating appeal—language and style.** *Booklist*, 109 (13), 19.

Questions?

Thank you!

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Learn more:

www.ebscohost.com/novelist

www.ebscohost.com/public/core-collections