

# OREGON LIBRARY ASSOCIATION 2017 CONFERENCE

## Reading Into the Future: Tips and Tools for Staying on Top of the Book World with Stephanie Chase, Heather McCormack, and David Wright

It's more than just following trends.

- Prepub Awareness via various alerts & advance reserves through your catalog.
- Front List Awareness from reviews, media, twitter & your patrons.
- Back List Awareness: Mine user data, explore pay-per-use, putting patrons first.
- Explore and promote readalikes & sleepers, rather than overfeeding blockbusters.
- Involve patrons in curation, fostering communal tastemaking.

Why Read in Advance?

- Service to our patrons
- Valuable training tool
- Help staff learn more about borrowing books electronically.
- Help re-frame yourself as a professional reader.
  - Learn how to read a book in five minutes: <http://bit.ly/1SvdsWX> and <https://www.youtube.com/watch?v%3D6Ubu03o3oZU>
  - Improve your reader's advisory skills.
  - Exploring genres you don't know.
  - Seeking out gems for your patrons.

“The purpose of readers' advisory work is to lead readers through the enormous glut of options to the ones that the readers themselves would have chosen if they knew what the advisor knows.” - Kenneth Shearer, *Guiding the Reader to the Next Book*, 1996.

Print ARCs (Advance Reading Copies)

- Library Marketing Mailing Lists.
- Ads in professional emails/newsletters (Shelf Awareness).
- Just ask!

Digital ARCS

- Edelweiss. <http://edelweiss.plus>
- NetGalley. <https://www.netgalley.com>

Be a part of the advance conversation:

- LibraryReads [www.libraryreads.com](http://www.libraryreads.com)
- Daily emails from Edelweiss.
- Twitter. Goodreads. Your library!
- Learning to annotate & review.

## Stephanie's Five Things You Can Do Right Away:

- Set up the Edelweiss daily email after making a few connections.
- Sign up for 3-4 library marketing emails from publishers you like. (Unsubscribe as needed!)
- Follow EarlyWord, and check the LibraryReads list once a month.
- Pick one title a month to read ahead.
- Take the first step towards developing culture of reading ahead at your library.

## Heather's Five Tips:

- Read at least one forthcoming book a month
- Consider reviewing for Library Journal, Publisher's Weekly, etc. Make yourself a key part of the prepub awareness process.
- Partner with vendors on digital excerpts ahead of publication date: Share with your patrons to measure their tastes.
- Get in the habit of using your vendor data.
- Consult with your most avid, clued-in patrons. Draw on their knowledge.

## David's Five Strategies To Try:

- Take stock: what you do now, what works, what doesn't. Keep; toss.
- Identify your minions: who out there can filter the noise for you?
- Use your colleagues: approach current awareness collectively.
- Share what you learn: patrons, colleagues, management.
- Use your tools: don't be a tool. Filter, Archive, Delete, Unplug.

RESOURCES - we've assembled a long list of resources, which you can find in the online version of this handout, at Northwest Central. Find it here: <http://bit.ly/2peKfKP>  
(<http://b8f.645.myftpupload.com/conference-materials/ola-conference-2017/>)

# RESOURCES

## THE WORLD IN YOUR INBOX: Things You Can Follow/Subscribe To:

- Audiofile: [www.audiofilemagazine.com/newreleases/](http://www.audiofilemagazine.com/newreleases/)
- Bibliotheca: <http://www.bibliotheca.com/3/index.php/en-us/>
- Book Riot: <http://bookriot.com>
- Booklist Reader: <http://www.booklistreader.com>
- Culture Beast: [www.thedailybeast.com/newsletters.html](http://www.thedailybeast.com/newsletters.html)
- EarlyWord: [www.earlyword.com](http://www.earlyword.com)
- Flavorwire: [www.flavorwire.com/category/books](http://www.flavorwire.com/category/books)
- Foreword Reviews: [www.forewordreviews.com/subscriptions/](http://www.forewordreviews.com/subscriptions/)
- IndieBound: [www.indiebound.org](http://www.indiebound.org)
- Library Journal Prepub Alert: <http://reviews.libraryjournal.com/category/prepub/>
- LibraryReads: [www.libraryreads.org](http://www.libraryreads.org)
- The Millions: [www.themillions.com](http://www.themillions.com)
- New York Times Books Update: [www.nytimes.com/newsletters/booksupdate/](http://www.nytimes.com/newsletters/booksupdate/)
- NoveList NextReads (sign up through NoveList database)
- NoveList Notes (sign up through NoveList database)
- Open Road Media: [www.openroadmedia.com/newsletters/](http://www.openroadmedia.com/newsletters/)
- Overdrive: <http://partners.overdrive.com/marketing-outreach/libraries/>
- Powell's Picks of the Month: <http://www.powells.com/picks-of-the-month>
- PW Daily: [www.publishingtrends.com/tag/pw-daily-online/](http://www.publishingtrends.com/tag/pw-daily-online/)
- RA News (sign up through NoveList database)
- Seattle Review of Books: <http://www.seattlereviewofbooks.com>
- Shelf Awareness: [www.shelf-awareness.com](http://www.shelf-awareness.com)
- VSL (Very Short List): [www.veryshortlist.com](http://www.veryshortlist.com)
- Word & Film: [www.wordandfilm.com](http://www.wordandfilm.com)

## Publishers Newsletters:

- Hachette: <http://bit.ly/1dwJ3s2>
- HarperCollins: <http://harper.hc.com/librarylovesfest>
- Macmillan: <http://us.macmillan.com>
- Melville House "Moby Lives" archives: [www.mhpbooks.com/archive/](http://www.mhpbooks.com/archive/)
- Random House: <http://bit.ly/1fl9pOO>
- Simon & Schuster: <http://newsletters.simonandschuster.com/signup>
- Tor/Forge: <http://us.macmillan.com/static/tor/exacttarget/torforge.html>

- W.W. Norton: <http://bit.ly/1JYiE4f>
- Workman Publishing (Inside Algonquin newsletter): <http://bit.ly/1LIVTEu>

### **The Literate Commuter - Bookish Podcasts:**

- Between the Covers: <http://www.davidnaimon.com>
- Bookrageous: <http://bookrageous.podbean.com>
- BookRiot: <http://bookriot.com/category/podcast/>
- Dear Book Nerd: <http://bookriot.com/category/dear-book-nerd/>
- The Guardian Books Podcast: <http://www.theguardian.com/books/series/books>
- Inside the New York Times Book Review: <http://www.nytimes.com/ref/books/books-podcast-archive.html>
- Just the Right Book: <http://www.bookpodcast.com>
- KCRW's The Bookworm: <http://www.kcrw.com/news-culture/shows/bookworm>
- Literary Disco: <http://www.literarydisco.com>
- Longform Podcast: <http://longform.org/podcast>
- Los Angeles Public Library ALOUD: <http://www.lapl.org/collections-resources/e-media/podcasts/aloud>
- NPR Books Podcast: <http://www.npr.org/series/157843832/npr-books-podcast>
- NPR's Pop Culture Happy Hour <http://www.npr.org/podcasts/510282/pop-culture-happy-hour>
- New Yorker Fiction Podcast: <http://www.newyorker.com/podcast>
- Overdue: <http://overduepodcast.com>
- Radio 4's Open Book: <http://www.bbc.co.uk/programmes/p02nrsfl/episodes/downloads>
- Slate's Culture Gabfest: <http://www.slate.com/articles/podcasts/culturegabfest.html>
- Slate Audio Book Club. [http://www.slate.com/articles/arts/the\\_audio\\_book\\_club.html](http://www.slate.com/articles/arts/the_audio_book_club.html)
- World Book Club (BBC): <http://www.bbc.co.uk/programmes/p003jhsk>

### **Listervs & Online Communities:**

- CODES Conversations: [www.ala.org/rusa/sections/codes/convos](http://www.ala.org/rusa/sections/codes/convos)
- Fiction\_L: [https://listserver.cuyahogalibrary.net/scripts/wa.exe?A0=FICTION\\_L](https://listserver.cuyahogalibrary.net/scripts/wa.exe?A0=FICTION_L)
- PubLib: [www.webjunction.org/documents/webjunction/PubLib\\_Overview.html](http://www.webjunction.org/documents/webjunction/PubLib_Overview.html)
- GalleyChat: [www.earlyword.com/galleychat/](http://www.earlyword.com/galleychat/)
- GoodReads: [www.goodreads.com](http://www.goodreads.com)

### **Keeping Up with Reader's Advisory Trends: A Sampling from the Professional Literature**

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