

# Let's Talk: The Reader's Advisory Interview

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## Sorry to bother you . . .

### Asking for help difficult

- May seem needy or incompetent
- Information you don't know will be used against you
- Surrendering all control
- Fear that something will be asked in return
- Never taught how to ask properly

## What are the benefits?

- May lead to increased library use
- Library's community profile enhanced
- Patrons will borrow items in short term
- Patrons more likely to return for other suggestions and books
- Staff can share reading experiences
- Increase collection use



# THE APPROACH

# Inviting Atmosphere

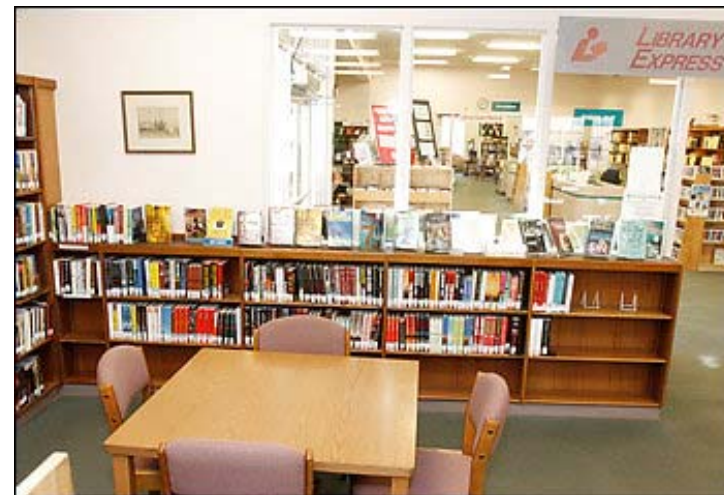
- Outside
  - Curb appeal
  - Traffic flow
  - Entryways
- Inside
  - Core areas
  - Operations
  - Media



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## Effective Signage

- Use matching typeface on all signs
- Use upper and lower case letters
- Have white letters on dark background
- Use consistent colors within individual departments
- Use standardized size and shape
- Have a recognized “look and feel”



## Signage Guidelines

- Less is more
- Text layout critical
- Staff training necessary
- Ongoing maintenance required

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## UTS LIBRARY CONDITIONS OF ENTRY

Everyone who enters the UTS Library or uses its electronic or other facilities must comply with the Rules relating to the use of the University Library.

The Rules of the University relating to the use of the University Library (Section 18) are part of the UTS By-Law which is the 'law' governing the University.

The Library can impose fines and penalties for any breach of its Rules.

### General Rules

The primary purpose of the Library is to support the teaching, research and community service programs of current UTS staff and students.

The UTS Library comprises the Blake Library (City Campus) and the George Muir Library (Kuring-gai Campus).

The University Librarian is the person who decides what services can be offered and to whom.

While you are in the Library, you must observe the University Librarian's authorised instructions. These are displayed in public areas, at service desks, computer terminals and photocopiers.

The University Librarian may require a user at any time to produce proof of identity or entitlement to use the Library.

### Accessing the Rules

The Rules of the University; Section 18 Use of the University Library are printed in the UTS Calendar.

An online version of the Rules can be viewed on the UTS website at <http://www.gsu.uts.edu.au/rules/18-1.html>.


There is a link to the Rules in the ←About UTS Library→ section on the Library website.

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USB PORT IS ON THE PC TOWER ON THE FLOOR BENEATH THIS DESK

## MICROFILM INSTRUCTIONS UTS:LIBRARY [www.lib.uts.edu.au](http://www.lib.uts.edu.au)

**SETTING UP MICROFILM SCANNER**  
Important: Steps 1 & 2 must be performed in the order indicated or scanning will not be successful.

1. Switch on the Microfilm Scanner.
2. Ensure that the **Start Scanning** button, located on the front panel of the scanning monitor, is selected.
3. Log-on to the computer using your **username** and **password**.
4. Double-click the **Microfilm Scanning Program** icon  to launch the software.
5. Load film and position it in the Microfilm Scanner - (see Microfilm Scanner instruction guide located next to the Microfilm Scanner). Make sure you choose the **right loading** for **that position**, i.e. is it a positive or a negative image? (See page 2 in the Microfilm Scanner instruction guide).

**MENU BAR**  
Familiarise yourself with the commonly used buttons indicated.




1. Save As...
2. Continuous Scanning
3. Scan and Save

**SCANNING AND SAVING A SINGLE PAGE**  
To save a single page / article, do the following:

1. From the Menu Bar select **File > Save Page**.
2. From the Menu Bar select **File > Save Page As...**
3. In the **Save As** pop-up dialog box type a file name and by clicking on the **Save in** drop arrow you can specify where you want to save the file e.g. USB memory device.

**SCANNING AND SAVING MULTIPLE PAGES TO A SINGLE DOCUMENT**  
If you want to save more than one page / article as a single document do the following:

1. From the Menu Bar select the **Continuous Scanning** button .
2. A pop-up dialog box will prompt you to:
  - a) Choose a location for the file you want to save.
  - b) Without the program and save files in the folder **C:\SCAN**.
  - c) Enter a filename for the file before scanning begins.
 Ensure that you name the file before scanning begins.
3. Click the **Start Scanning** button from the **Start Scanning** and **Stop Scanning** pop-up dialog box.
4. When the film ends to the first page / article you want to save and click the **Continuous Scanning** button again from the Menu Bar.
5. In the **Start Scanning** pop-up dialog box enter the **Continuous Scanning** button.
6. Repeat steps 4 and 5 until you have scanned all the pages you require.
7. To finish, click the **Stop Scanning** button.
8. All the pages you have scanned will now be contained within a single file in the folder you specified in step 2. The pop-up dialog box will be a warning light dialog at the end of the file.

**SCANNING AND SAVING MULTIPLE PAGES TO A SINGLE DOCUMENT**  
You may choose to save a page / article directly to the printer without having to save it.

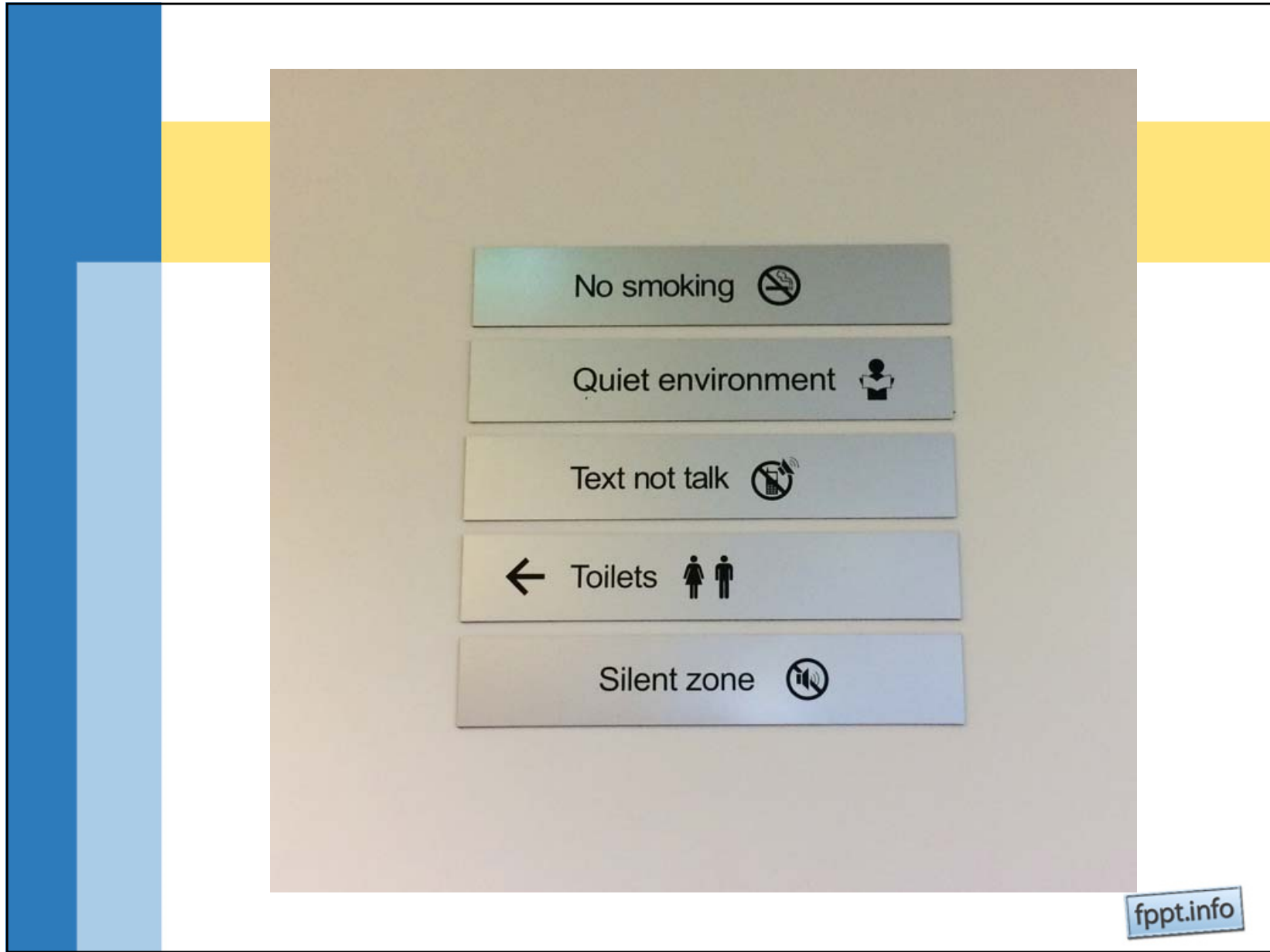
1. From the Menu Bar select **File > Print Page**.
2. From the pop-up dialog box you can select the page / article to be printed.
3. From the printer you want to print and press the **Print** button on the printer.

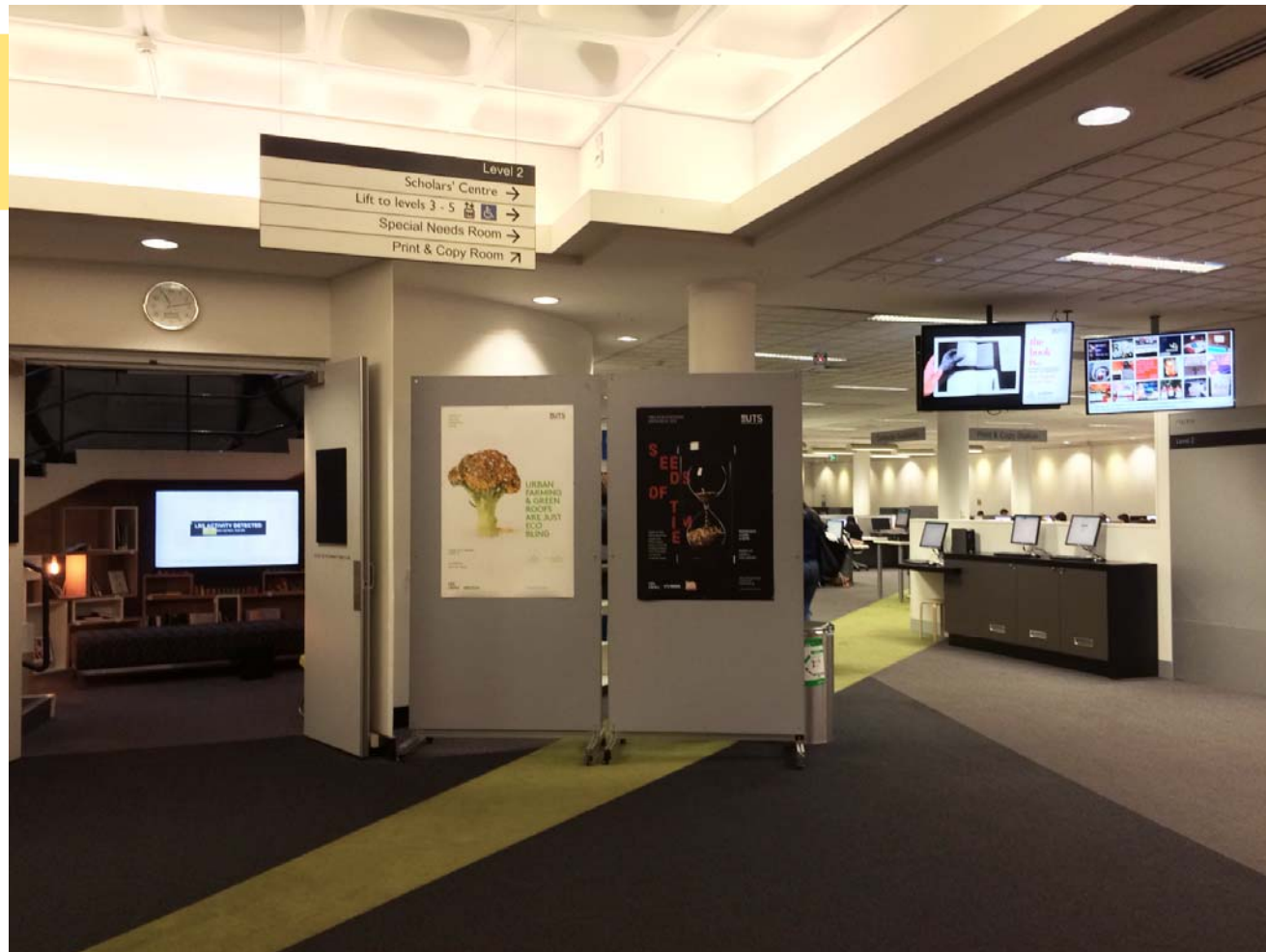
For further assistance please contact Member staff in the Closing and Binding Section on level 1.

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## Displays and Other Aids

- Reflect readers' interests
- Select visually appealing titles
- Use eye-catching signage
- Use props judiciously
- Be clear items can be checked out
- Be flexible

## Welcoming Staff

- Greet patrons as they enter
- Use open body language
- Focus attention on patron
- Make eye contact before using screen
- Offer help without intrusion
- Use name tags or “ask me” buttons
- Use active listening skills



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**let's talk**

# **THE CONVERSATION**

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## Reader's Advisory Interview

- Connect with readers and match them with their reading or viewing interests
- Requires range of suggestions
- Broad array of supporting tools and terminology
- Neutral and non-judgmental

## Conversation Starters

- Are you finding what you're looking for?
- Would you like to leave with a book today?
- What's the last book you read that you loved? Why?
- What's the last book you hated? Why?
- What are you in the mood for?
- What do you like reading about?

## Listen

- Clues in their answers to questions
- Appeal terms.
- Watch body language cues
- Ask clarifying questions
- Give the patron your full attention

## Example One

- Just finished reading *The Kite Runner*
- Fascinated with the descriptions of pre-war Afghanistan
- Want to read something else with this setting—not modern-day
- “I am looking for a good book that describes life in Afghanistan.”

## RA Interview Tips

- It's okay to be nervous.
- Suggest instead of recommend
- Suggest multiple titles
- Never stop asking questions

## If you haven't read it . . .

- No one expects you to have read everything.
- Tell them what you've heard or read about it.
- It's important to get past your own personal experiences.

## Know Your Tools

- Catalog
- NoveList
- Amazon
- Bookmarks, lists
- Your colleagues
- Readers advisory websites, blogs, articles, etc.





## Example Two

- Like popular fiction and bestsellers
- Like David Baldacci, John Grisham and Robert Ludlum
- Like fast pacing and suspense
- Not interested in historical
- "I've checked your bestseller list but can't seem to find any of the books on the shelves."



# OFFER SUGGESTIONS

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## Action Steps

- Suggest multiple titles.
- Try a variety of formats.
- Ask customer to wait a minute while you grab items or chitchat while searching on the computer
- Use a balance of the computer and simply walking around pulling books off the shelf.
- Place a book in a customer's hand.



# CLOSING AND FOLLOW-UP

## Feedback

- Limit suggestions to 3-5
- Remind them they do not have to check out or read suggestions
- Arrange for patron to review titles
- Offer additional assistance
- Ask patron to give feedback next time in library

## Making a Connection

- Patrons welcomed
- Encouraged to talk about reading
- Encouraged to explore interests
- Always end with invitation to come back

## Watch the YouTube Video

“How not to do a  
Readers' Advisory Interview”

[https://www.youtube.com/watch?v=  
\\_2m8SaHYfA1Q](https://www.youtube.com/watch?v=_2m8SaHYfA1Q)

## Test Yourself #1

A librarian's attitude toward reader's advisory should be

- a. Nervous
- b. Open-minded
- c. Frustrated



## Test Yourself #2

The librarian's suggestions should be based on

- a. The patron's reading interests
- b. The librarian's favorite titles
- c. Only "high quality" genres

## Test Yourself #3

When indicating where a book may be found in the library, a librarian should

- a. Provide a map of the library
- b. Tell the patron to follow the signs
- c. Walk with the patron

## Test Yourself #4

During the RA interview, the librarian should

- a. Indicate judgment over patron's choice of genres
- b. Tell the patron it's too late in the day for help
- c. Show respect in the conversation



**ALMOST FINISHED!**

## Need Help?

### Telephone

- 502-564-8306
- 800-928-7000 (option #3)



### Ask a Librarian

<https://kdla.ky.gov/librarians/askalibrarian/Pages/InformationRequest.aspx>

## Remember

### Continuing Education Events Calendar

<https://kdla.ky.gov/librarians/staffdevelopment/Pages/ContinuingEducationCalendar.aspx>

Follow-up email (may take 1-2 weeks)

- Training certificate
- Evaluation survey link

## Download Presentation

In the File Share box

- Click on “Let’s Talk” slides
- Save to my computer

In the pop-up window:

- Click “Download”
- “Save”
- Choose where to save it
- “Save”

