



# **CREATING A CULTURE OF READERS' ADVISORY SERVICE**

**Presented by  
Rebecca Montaña-Smith  
Lexington Public Library**

# SNOBS STAY HOME



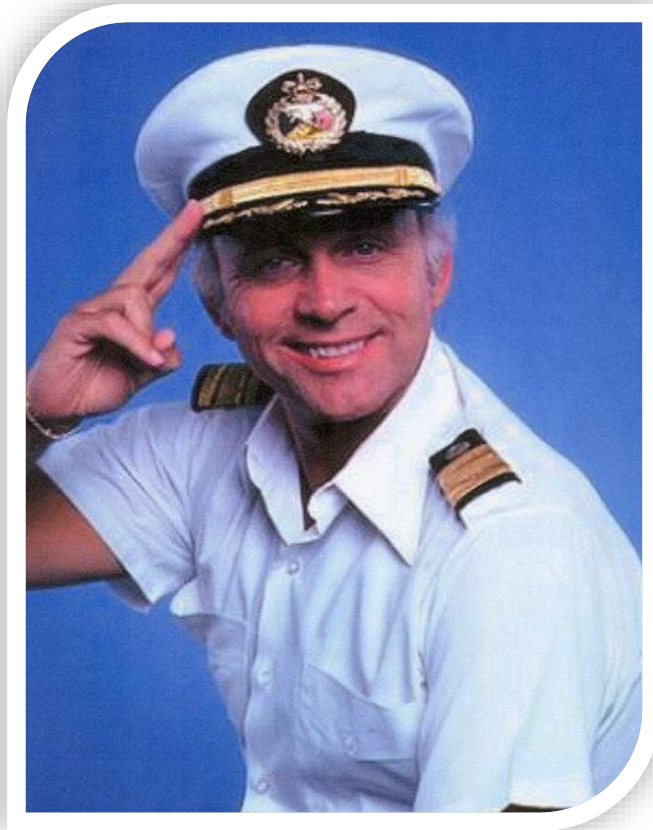
- Never apologize for your reading tastes
- Never bad mouth any book in front of a customer

# DELIVERY



We've mastered **DELIVERING** materials.  
But without guidance, readers are adrift.

# DISCOVERY



**Captain:**  
trained  
professional,  
trusted guide



**Crew:**  
trained  
support  
staff

# WHY CREATE THIS RA CULTURE?

- ❑ Walk the Talk
- ❑ Books are (still) our brand
- ❑ Decline of print\*

# IS RA IS THE NEW REFERENCE?

- Requires a shift of our professional focus
- Requires a new [Reference] Interview
- Requires new tools

# CREATING A CULTURE OF **RA**

**Define it**

**Teach it**

**Live it**

# TEACH IT

## Start with YOU

- DRILL DOWN—examine your own reading
- GO WIDE—expand your own reading
- GO DEEP—are you a genre expert?
- TRACK IT—know what you read in the past
- FOLLOW IT—keep up with book news



# TEACH IT

## Study like it's your job

### Book News & Reviews

- RA For All \*
- Book Riot
- NPR Books
- NY Times Book Review
- Entertainment Weekly
- Novelist Book Squad
- I09
- <https://www.reddit.com/r/booklists/>

### Professional Journals

### Award Winners

### Popular Magazines

### Blogs/Podcasts

# PODCASTS

- ❑ **Book Riot**—10 separate podcasts on all genres and aspects of reading
- ❑ **News/Newspapers:** NY Times, The Guardian, BBC, NPR
- ❑ **Magazines:** The New Yorker
- ❑ **Genres:** seriously so many
- ❑ **Fandoms:** so many Harry Potter podcasts
- ❑ **OVERDRIVE:** Pro Book Nerds

# STILL TEACHING...

- Survey staff about reading habits
- Identify staff genre experts
- Identify gaps in knowledge
- Share the results
- Ask staff to help close gaps

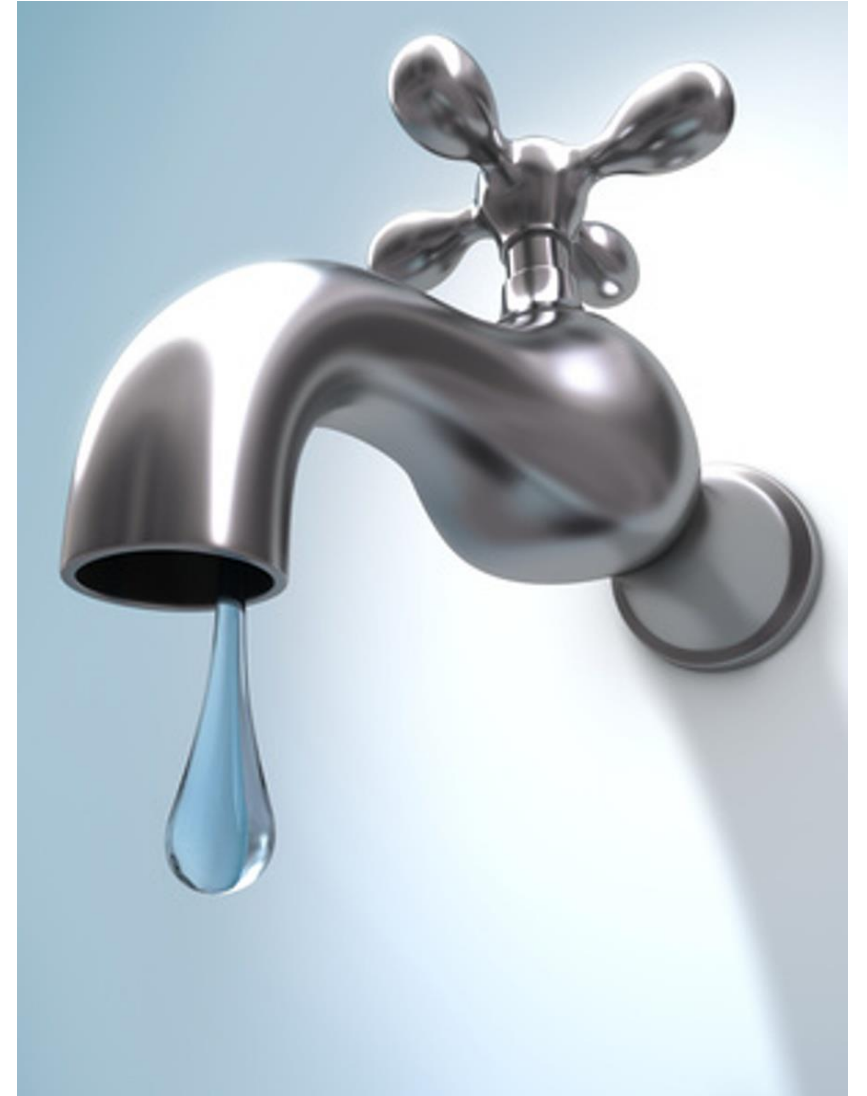


# LIVE IT

## COMMUNICATE

### **Steady stream of contact**

- Emails to staff on a regular basis
- Journals available to read for all staff



# LIVE IT

- Space to read
- Time to read
- Asked to share

# LIVE IT

- **Reading Challenges**

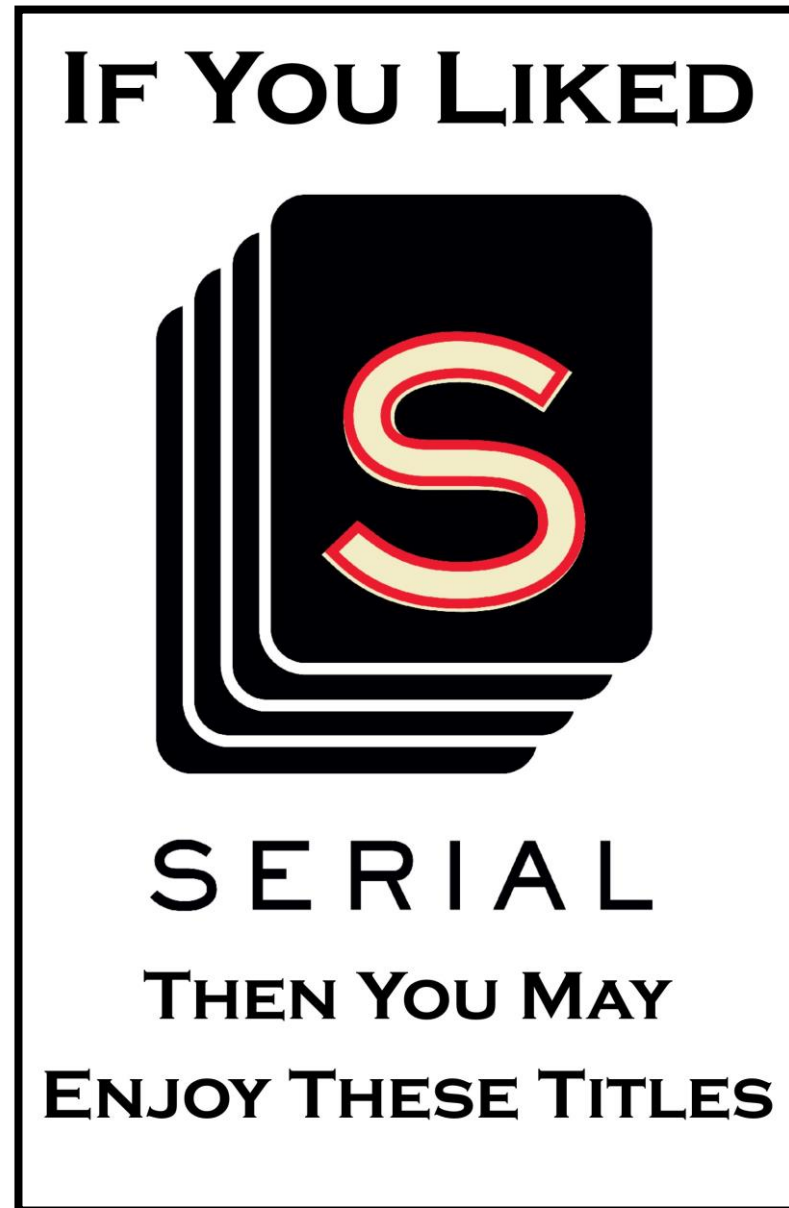
- New genres
- Themes

- Talk with one another!
- Post a dry erase board for staff to write down titles



# LIVE IT

- Signs
- Lists
- Displays



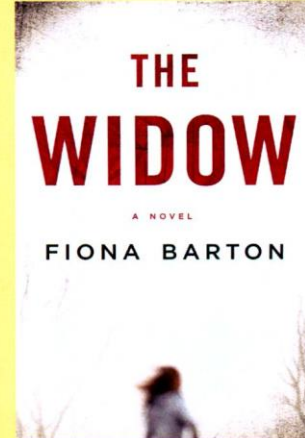
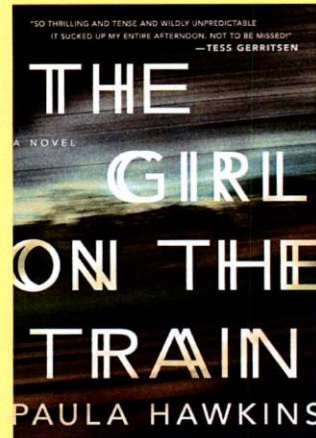
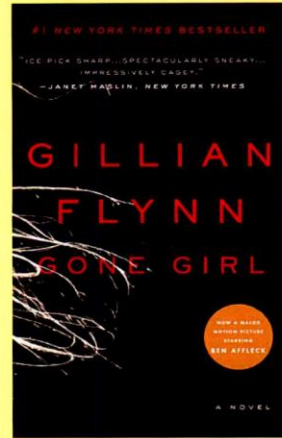
# LIVE IT

## Advantages of Passive RA

- Cheap
- Fast to produce [CANVA.com]
- Fun & Easy to do
- Looks great in the stacks



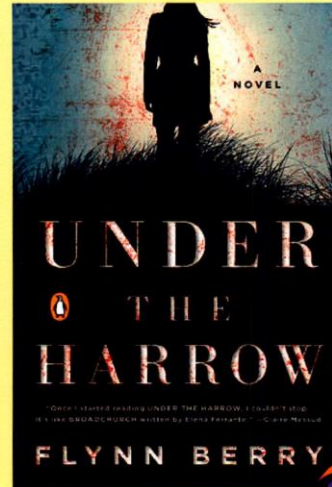
# DID YOU LIKE



# THIS SUMMER READ

When Claire Messud is endorsing something, you know it's got to be good — especially when The Woman Upstairs author compares Berry's work to that of Elena Ferrante. When Nora takes the train from London to visit her sister Rachel, she discovers that her sister has been brutally slain. As Nora mourns, her life is overtaken by her quest to find her sister's killer... and you'll never be able to predict what happens. —

*Bustle*

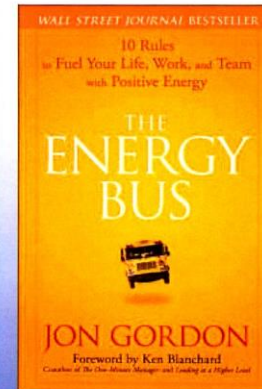
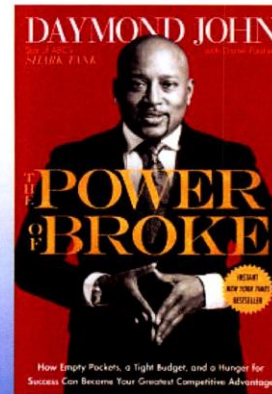
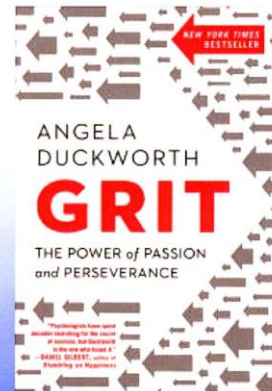
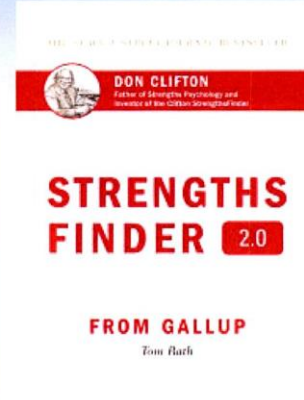
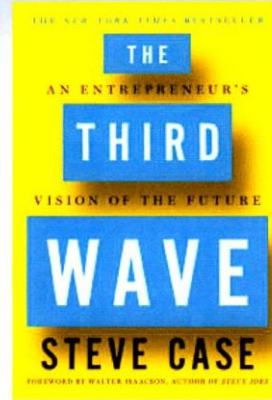


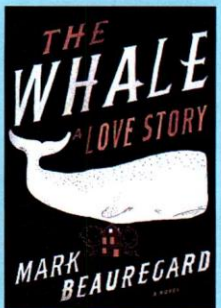
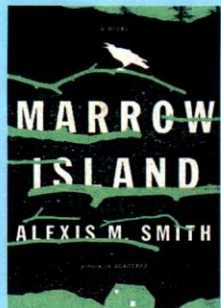
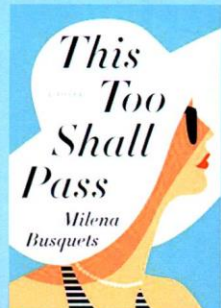
"I wait for Rachel to appear in the doorway. Her face confused and exhausted, her eyes fixing on mine. I am listening for the soft pad of her footsteps when I hear the sirens. She has to come down before the ambulance arrives. It will be finished when someone else sees her. I beg her to come down."



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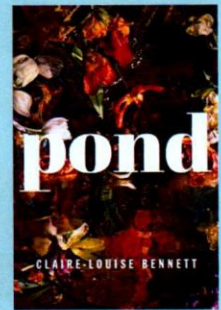
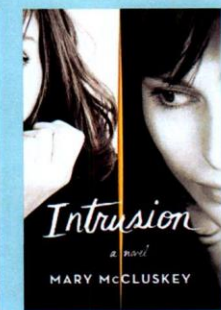
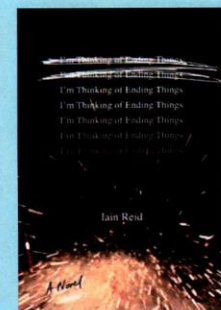
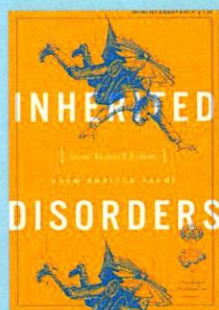
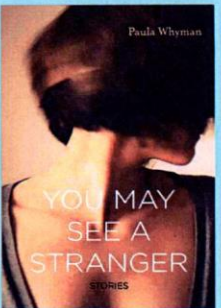
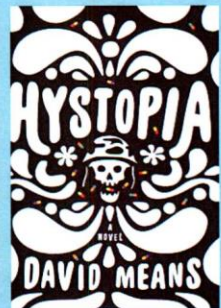
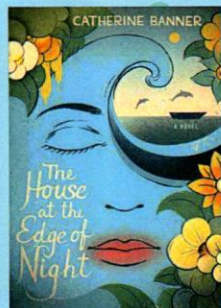
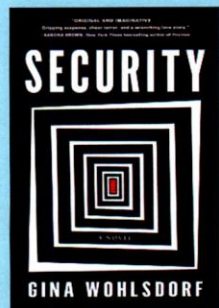
# Mind your business (titles)!





Busy summer? Try a hot new debut under 300 pages!

# SUMMER SHORTS



Ask your librarian for other great choices!

# CONTACT

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**Thank you to the Institute of Museum and Library Services (IMLS) for sponsorship of this webinar.**

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## **Email Etiquette**

Tuesday, September 25, 2:00-3:00 pm ET (1:00-2:00 pm CT)

## **The Art & Science of Managing Difficult Patron Interactions**

Wednesday, September 26, 2:00-3:00 pm ET (1:00-2:00 pm CT)

## **Preventing Violence Together 201**

Monday, October 1, 2:00-3:00 pm ET (1:00-2:00 pm CT)

## **Started from the Bottom Now We're Here: Introducing Teen Programming**

Wednesday, October 3, 10:00-11:00 am ET (9:00-10:00 CT)

## **Library Link Up: Innovative Genealogy**

Thursday, October 4, 1:00-2:00 pm ET (12:00-1:00 pm CT)

# **SAVE THE DATE**

VISIT KDLA'S [CE EVENTS CALENDAR](#) TO REGISTER FOR MORE WEBINARS!

# THANK YOU FOR ATTENDING!

Thank you to our presenter!

Rebecca Montaña-Smith

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