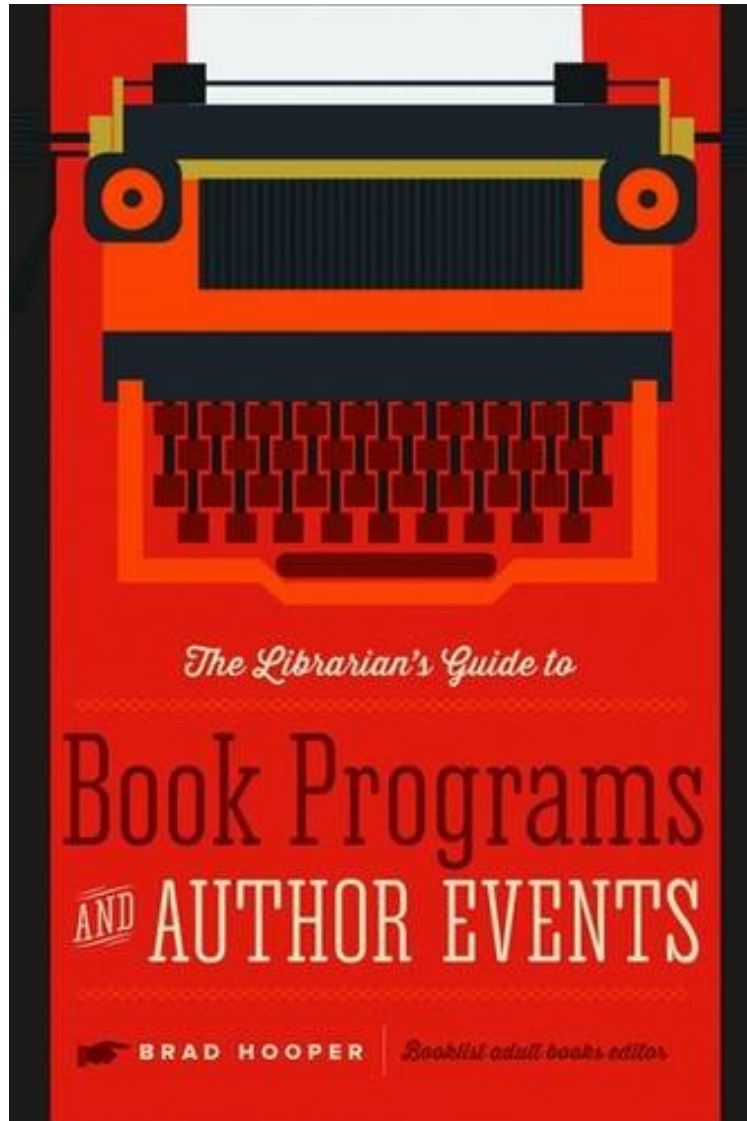


The Librarians Guide to Book Programs and Author Events

Brad Hooper

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Brad Hooper : The Librarians Guide to Book Programs and Author Events before purchasing it in order to gage whether or not it would be worth my time, and all praised The Librarians Guide to Book Programs and Author Events:

From hosting authors to planning and coordinating book activities such as book signings and book clubs, libraries are perfect venues for readers to interact directly with authors and their books. And mounting literary programming can be easier than you might think. In this guide Booklist's Brad Hooper inspires, encourages, and advises librarians in

providing a wide range of programming that targets their communities of book lovers. Incorporating interviews from librarians in the field who share insider tips, this resource includes step-by-step guidance adaptable to any type of audience, from children and teens to millennials and older adults; shows how to plan author readings, coordinate book signings, and put together and moderate an author panel; offers marketing and outreach pointers, including interviewing authors for local radio, library podcasts, or webinars; lays out the nuts-and-bolts of organizing and hosting book clubs, with suggestions for facilitating book group discussions; presents ideas for creating displays of staff favorites and other ways to get staff involved and engaged; and explores programs for community-wide book events, such as One Book, One City. Using this guide, libraries can connect book lovers eager to learn about recent and noteworthy books to authors and fellow book lovers.

"Using this practical and thoroughly 'user friendly' guide, community libraries can connect book lovers eager to learn about recent and noteworthy books to authors and fellow book lovers also very highly recommended and informative reading for writers and publishers wanting to create author lectures and signing events as a means of marketing their books to libraries." --Library Bookwatch
"Hooper's guide is written in a conversational tone that encourages staff to get excited about planning their library's reading and book programs ... Provides valuable information and insights." --Library Journal
"Hooper understands that libraries will likely adopt a portion of these programs rather than all of them, so each program (and chapter) can stand on its own and is not contingent on the implementation of another program. This is profoundly useful for library professionals who may want to sponsor a book for a certain purpose but may not want to go 'all in' on that book." --American Reference Books Annual
About the Author
Brad Hooper is the former Adult Books Editor at Booklist. He is the author of two previous ALA Edition books, *The Short Story Readers' Advisory* and *Writing s for Readers' Advisory*. He was the 2015 recipient of the Louis Shores Award for outstanding reviewing. He has served as Chair of the selection committee of the Carnegie Medals.