

**LIBRARY
READS**

2017 ANNUAL REPORT

INTRODUCTION

In June 2013, a group of twelve librarians and library advocates announced the launch of a monthly list, inspired by the American Booksellers Association's Indie Next list, dedicated to the ten favorite titles of library staff due to be published the following month. This list is the LibraryReads list, a celebration of the titles library staff love.

LibraryReads is unique in that the list is not trying to pick "the best" of anything, and there are no judges or juries. The monthly list is the collective favorites of the library staff who have voted — the books we loved reading and cannot wait to share! Participation is open to everyone who works in a public library, both senior staff and new arrivals, no matter which area of the library they work in. The more the merrier — LibraryReads is designed to be inclusive, and to represent a broad range of reading tastes.

One of the goals of LibraryReads is to showcase the important role public libraries play in building buzz for new books and new authors. This is already well-established in the field of children's books – but perhaps not as widely acknowledged for adult books.

OUR MISSION

LibraryReads puts in list form what library staff do with patrons every day at the desk, in the community, and online: connecting readers with books, suggesting titles that will generate lively conversation among readers, and encouraging staff and readers to share further within their own reading network. LibraryReads is dedicated to celebrating reading and encouraging a sense of delight and discovery for readers of adult books.

HOW LIBRARYREADS WORKS

The monthly list is created purely through the number of votes a particular title has received, with the number one “Favorite” pick representing the title with the most votes from library staff.

Once all the votes are tallied, the top ten list for a specific month is generated. The title with the most votes is the “Top Favorite.” The list is then pre-released to the Steering Committee, the Social Media Team, select members of the media, and the library staff who have contributed annotations that will be used for the titles on the current LibraryReads list.

On the date of official release, the current LibraryReads list is emailed to subscribers, the media, and libraries. The list appears on the LibraryReads website and is also announced on Facebook, Twitter, Goodreads, Tumblr, Pinterest, Instagram, and other social media platforms. When possible, authors, imprints, and publishers are tagged and photos of Steering Committee members, library staff, and the books are included.

2017 BY THE NUMBERS

In 2017, LibraryReads saw 40,500 total nominations, with our biggest month being September 2017 (3836 nominations).



OUR WORK IN 2017

Supporting library staff in understanding the world of publishing, spotting trends, accessing advance reader copies, and further developing skills in annotating will always remain key projects. However, 2017 saw the start of major organizational change for LibraryReads.

Since its inception, LibraryReads has functioned as a special project of the American Booksellers Association, and we have been so grateful for their support on so many levels. In 2016, we began the steps to incorporate as an independent organization, and incorporation papers were formalized and filed in Delaware in September of 2017. As 2017 drew to a close, steps were taken to hire our first Executive Director and file for official 501(c)6 status with the IRS.

Much of the year was spent gearing up for incorporation—defining the organization (including sorting out membership levels), developing bylaws, and discussing what LibraryReads would look like in the years to come. To that end, the Steering Committee also worked on a five-year plan at the October 2017 retreat.

SOCIAL MEDIA

Twitter remains our top social media outlet. We break each nomination down to single tweets, so that authors and publishers can retweet individual posts. Each month we see multiple interactions with authors who will often tweet grateful things about librarians.

We also have over 7,300 Facebook followers, and post the monthly list there as well as share other interesting book world news. The monthly list posts generally average a 6,500 person reach.

The Library Reads newsletter currently has nearly 6,000 subscribers; and the twice monthly newsletters have an open rate of approximately 50%. In addition, we continue to utilize Tumblr (LibraryReads), Pinterest (LibraryReads, 1,000 followers), Instagram (@LibraryReads, 1,200 followers), and Goodreads (LibraryReads).

The top image shows an Instagram post from 'libraryreads' with a caption: "libraryreads You: I've run out of ideas for book displays! #CherryValleyPublicLibrary: Hold my books #CherryValleyIL #books #bookstagram #LibraryReads #bookdisplays delicateatkins All Our Wrong Todays was excellent! washcolibrary This exact kind of display was one of our hottest displays of 2017." The post has 73 likes and is dated December 23, 2017.

The middle image is a Facebook post from 'LibraryReads' published by Gregg Winsor on December 27, 2017. The text says: "When your friends and relatives give you so many books over the holidays you just want to make a fort and read all winter long. (http://www.tombendtsen.com/argument-2.html)". The image shows a large archway made of books. The performance metrics are as follows:

Performance for Your Post		
6,263 People Reached		
378 Reactions, Comments & Shares		
212 Like	55 On Post	157 On Shares
45 Love	17 On Post	28 On Shares
12 Haha	2 On Post	10 On Shares
14 Wow	6 On Post	8 On Shares
38 Comments	4 On Post	34 On Shares
57 Shares	54 On Post	3 On Shares
511 Post Clicks		
238 Photo Views	3 Link Clicks	270 Other Clicks

The bottom image is a tweet from 'LibraryReads' (@LibraryReads99) dated Jan. 2nd, National Science Fiction Day! The text says: "Jan. 2nd is National Science Fiction Day! If you haven't read any good SF recently, check out a sampling of titles librarians have nominated for Library Reads lists in the past year! @andyweiraucher @slamastai @MegHowrey @JulieMcElwain @AustenProject @neuvet @danielwilsonpdx pic.twitter.com/04CyShwvK8". The tweet includes a list of authors and a 'Reach a bigger audience' button.

One of our most popular posts in 2017, with over 11k impressions, featured a list of SF titles that had made the LibraryReads lists.

UNCONFERENCE

Our biggest accomplishment of 2017 was launching our first UnConference. The UnConference, sponsored by NoveList, BiblioCommons, and the Friends of the Hillsboro Public Library, saw 97 librarians and staff from dozens of rural, urban and suburban library systems from across the Northwest come together for a day of readers' advisory training. Several break-out sessions, facilitated by LibraryReads committee members, covered high interest topics suggested by and voted upon by attendees, including "Diversity in RA," "Involving Staff in RA/RA Training," "Passive/Stealth RA," "RA Podcasting," "RA Tools & Resources," and "RA in Social Media"; and a keynote from NoveList's Duncan Smith, "The Future of RA—From Transaction to Embedded Relationships."

Attendees really enjoyed and valued getting to meet other readers advisors who are rarely brought together in this way.

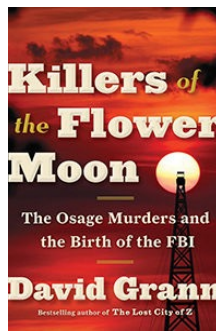
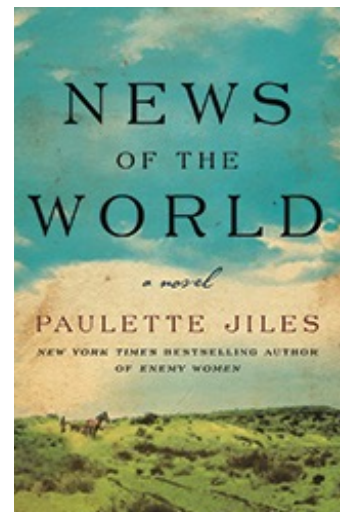
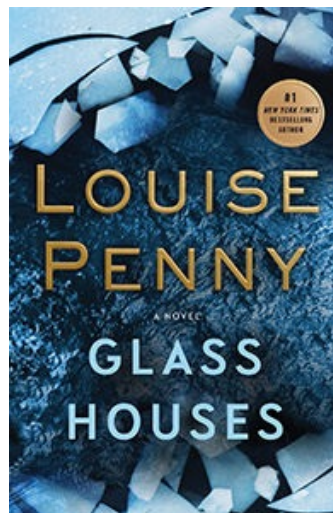
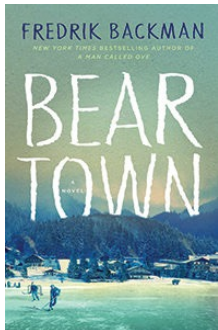
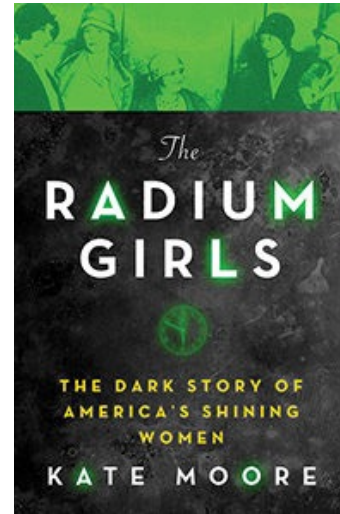
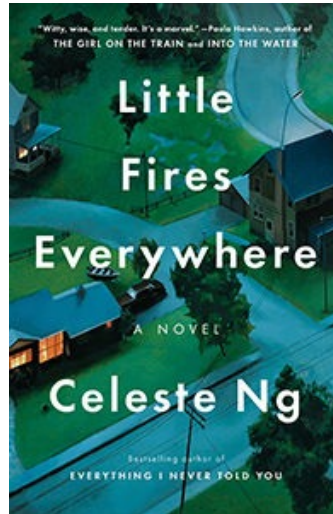


"I appreciated that we got to vote on the topics discussed. I also liked the format of having it be informal with just facilitators. In certain sessions, I learned a LOT and took so much away from it."

"I loved the egalitarian nature of the UnConference: having facilitators instead of leaders keeps the focus on the subject, not the people. (Also, the facilitators in my sessions were quite good!!)"



FAVORITE OF FAVORITES 2017



WHAT'S NEXT FOR LIBRARYREADS

2018 promises to be a big year for LibraryReads. In our 5th anniversary year, we will have hired our first Executive Director, officially gained nonprofit status, hosted events at Book Expo America 2018 and the American Library Association Annual Conference in New Orleans, and assembled the second annual UnConference. The Steering Committee has a renewed focus on a strategic plan for growing the activities and reach of LibraryReads.



OUR PARTNERS

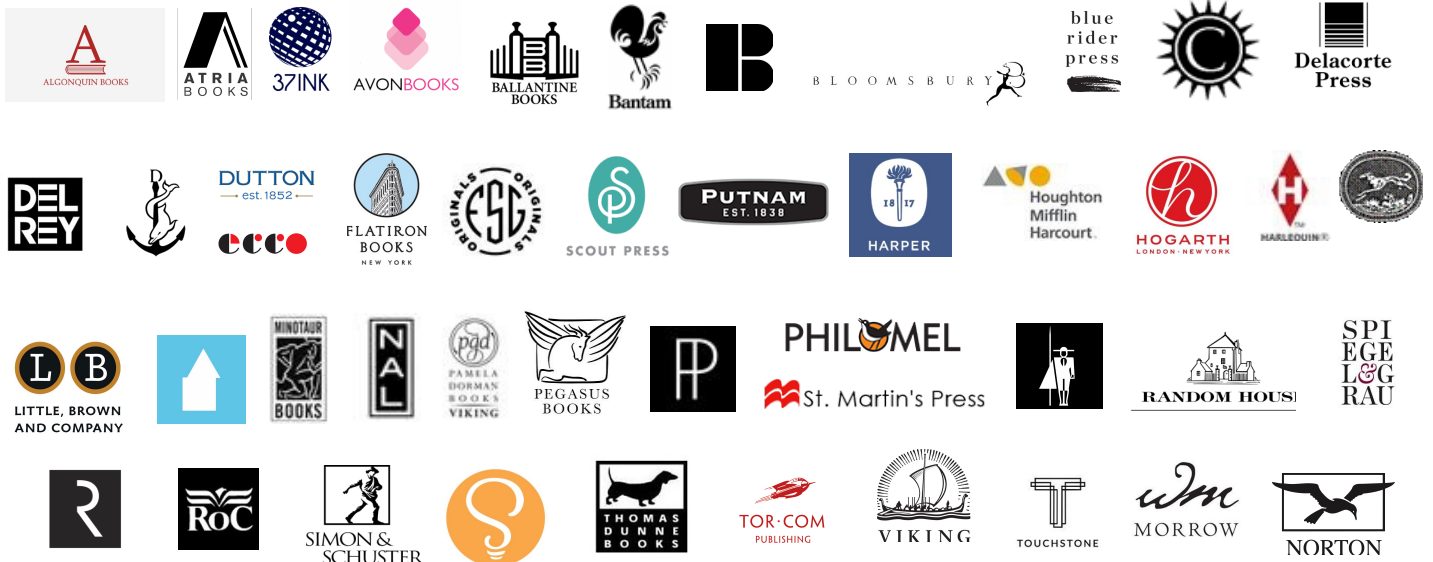
Throughout the history of LibraryReads, we have featured titles from the following publishers and imprints:

Algonquin Books
 Atria Books
 Atria/37 Ink Avon
 Ballantine Books
 Bantam
 Berkley
 Bloomsbury USA
 Blue Rider Press
 Crown
 Delacorte Press
 Del Rey
 Doubleday

Dutton
 Ecco
 Flatiron Books
 FSG Originals
 Gallery/Scout Press
 G.P. Putnam's Sons
 Harper
 Houghton Mifflin
 Harcourt
 Hogarth
 HQN
 Knopf

Little, Brown &
 Company
 Melville House
 Minotaur Books
 NAL
 Pamela Dorman Books
 Pegasus Books
 Penguin Press
 Philomel Books
 Picador
 Random House
 Riverhead Books

Roc
 Simon & Schuster
 Sourcebooks
 Landmark
 Spiegel & Grau
 St. Martin's Press
 Thomas Dunne Books
 Tor.com
 Touchstone
 Viking
 William Morrow
 W.W. Norton



Our list would not be possible without the support of our founding publisher partners, as well as the support of Edelweiss, NetGalley, the Association of American Publishers (AAP) and the AAP Trade Libraries Committee, and the American Booksellers Association.

Our founding publisher partners are:

Hachette Book Group
HarperCollins
Macmillan
Other Press

Penguin Group (USA)
Quercus Publishing
Random House, Inc.
Simon & Schuster

Workman Publishing
W.W. Norton &
Company, Inc.



Quercus



Penguin Group

 HarperCollins Publishers



RANDOM HOUSE



SIMON &
SCHUSTER
A CBS COMPANY



W.W. NORTON & COMPANY
PUBLISHERS

workman

 MACMILLAN

 hachette
BOOK GROUP

Once the list is announced, LibraryReads benefits from strong partnerships and collaborative relationships with a wide variety of organizations and companies. We must also thank:



Finally, we must thank the many libraries and library staff who share the monthly list with their patrons and the media outlets, including Shelf Awareness and Publishers Lunch, who share the list with their readers.

THE 2017 STEERING COMMITTEE

The Library Reads program is overseen by a Steering Committee of librarians and library advocates. Allison Escoto is our administrative assistant. The Steering Committee meets virtually on a monthly basis and in person twice a year. In 2017, Alene Moroni, Natalie Nation, Melissa DeWild, and Nora Rawlinson rotated off of the committee. The 2017 steering committee consists of:



Polli Kenn
Lawrence Public Library
Lawrence, Kansas



Robin Nesbitt
Columbus Metropolitan Library
Columbus, OH



Ruth Liebmann
Penguin Random House
(Publisher Member)



Stephanie Anderson
Darien Library
Darien, CT
(Steering Committee Treasurer)



Stephen Sposato
Chicago Public Library
Chicago, IL



Stephanie Chase
Hillsboro Public Library
Hillsboro, OR
(Steering Committee Chair)



David Wright
Seattle Public Library
Seattle, WA



Gregg Winsor
Johnson County Library
Overland Park, KS



Kaite Stover
Kansas City Public Library
Kansas City, MO



Lynn Lobash
New York Public Library
New York, NY



Allison Escoto
Administrative
Assistant



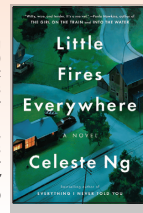
TOP PICK!

LITTLE FIRES EVERYWHERE

by Celeste Ng
(Penguin Press)

"*Little Fires Everywhere* delves into family relationships and what parenthood, either biological or by adoption, means. We follow the members of two families living in the idyllic, perfectly-planned suburb of Shaker Heights, Ohio: Mia and Pearl, a mother and daughter living a less traditional lifestyle, moving from town to town every few months, and the Richardsons, the perfect nuclear family in the perfect suburb...until Izzy Richardson burns her family home down. Ng's superpower is her ability to pull you into her books from the very first sentence!"

—Emma DeLooze-Klein, Kirkwood Public Library, Kirkwood, MO



The top ten books that librarians across the country loved recommending this year.

FAVORITES OF THE FAVORITES



THE RADIUM GIRLS
The Dark Story of America's Shining Women
by Kate Moore
(Sourcebooks)

"This is the story of hundreds of young, vibrant women who were sentenced to death by their employers. The so-called "Radium Girls" painted luminescent faces on clock and watch dials using a paint mixture that contained radium.

Instructed to "lip-point" their brushes as they painted, they absorbed high doses of radium into their bodies. When the effects of the radium led to horrific disfigurement and pain, the company refused to take responsibility. This heartrending book was one I could not put down."

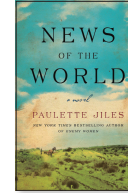
—Catherine Coyne, Mansfield Public Library, Mansfield, MA



ELEANOR OLIPHANT IS COMPLETELY FINE
A Novel
by Gail Honeyman
(Pamela Dorman Books)

"I loved this book about the quirky Eleanor, who struggles to relate to other people and lives a very solitary life. When she and the new work IT guy happen to be walking down the street together, they witness an elderly man collapse on the sidewalk and suddenly Eleanor's orderly routines are disrupted. This is a lovely novel about loneliness and how a little bit of kindness can change a person forever. Highly recommended for fans of *A Man Called Ove* and *The Rosie Project* – this would make a great book club read."

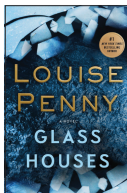
—Halle Eisenman, Beaufort County Library, Bluffton, SC



NEWS OF THE WORLD
A Novel
by Paulette Jiles
(William Morrow)

"Readers fortunate enough to meet Captain Jefferson Kyle Kidd, an old ex-soldier who makes a living reading the news to townspeople in 1870s Texas, and Joanna, the Indian captive he is charged with returning to her relatives, will not soon forget them. Everything, from efsfdadhe vividly realized Texas frontier setting to the characters is beautifully crafted, right up to the moving conclusion. Both the Captain and Joanna have very distinctive voices. Wonderful storytelling.

—Beth Mills, New Rochelle Public Library, New Rochelle, NY



GLASS HOUSES
A Novel
by Louise Penny
(Minotaur Books)

"A new threat arises in Three Pines as a mysterious masked figure stands watch on the village green. 'It' refuses to communicate in any way, which is just the start of another thrilling adventure in this long-running series. Gama'che is still trying to restore the Sûreté du Québec back to what it was before it was corrupted under the previous regime. Choices are made that will forever change our hero in ways we can only begin to imagine. The next book can't get here fast enough."

—Joseph Jones, Cuyahoga County Public Library, Brooklyn, OH



SMALL GREAT THINGS
by Jodi Picoult
(Ballantine Books)

"A black neonatal nurse is charged with causing the death of a white supremacist's newborn baby. The story is told from the points of view of the nurse, her attorney, and the baby's heartbroken father. As always, Picoult's attention to legal, organizational, and medical details help the tale

ring true. What sets this book apart, though, are the uncomfortable points it makes about racism. The novel is both absorbing and thought-provoking, and will surely spark conversations among friends, families and book clubs."

—Laurie Van Court, Douglas County Libraries, Castle Rock, CO



MAGPIE MURDERS
by Anthony Horowitz
(Harper)

"Susan Ryeland is a London book editor who has just received the latest manuscript from one of her most irascible authors, Alan Conway. But the manuscript's ending appears to be missing and she learns that Conway has committed suicide. As Ryeland learns more about his death, she starts to question whether a murder has occurred and begins to investigate. *Magpie Murders* is a delightful, clever mystery-within-a-mystery. Horowitz shows real mastery of his craft. This is a terrific, modern take on the traditional mystery with ingenious puzzles to solve."

—Andrea Larson, Cook Memorial Library, Libertyville, IL



KILLERS OF THE FLOWER MOON
The Osage Murders and the Birth of the FBI
by David Grann
(Doubleday)

"In the 1920s, a string of unsolved murders rocked the Osage Indian Nation in Oklahoma. Made rich by oil rights, the Osage were already victimized by unscrupulous businessmen and societal

prejudice, but these murders were so egregious, the newly formed FBI was brought in to investigate. Immensely readable, this book brings a shameful part of U.S. history alive and will keep readers thinking long after they have finished the book."

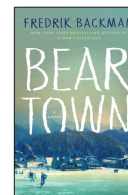
—Jenna Persick, Chester County Library, Exton, PA



THE DRY
by Jane Harper
(Flatiron Books)

"Luke lied. You lied. Be at the funeral." These eight words will change everything for Agent Aaron Falk, summoned by the father or his former best friend. It appears Luke went on a rampage, murdering his wife, son, and then himself. At Luke's father's request, Aaron agrees to look into the murders/ suicide and learns that the small town has long held grudges and secrets that may be best kept hidden in this atmospheric, chilling complex tale of anger and revenge."

—Jennifer Winberry, Hunterdon County Library, Flemington, NJ



BEARTOWN
by Fredrik Backman
(Atria Books)

"Backman's most complex novel to date takes place in the small, hockey-crazed village of Beartown. He deftly weaves together the stories of the players, the coaches, the parents, and the fans as Beartown's hockey team chases its dream of winning a championship. Weighty themes are explored. How high a price is too high for success? How deadly is silence? Who can you trust with your secrets? How far will you compromise your beliefs in the name of friendship? There are no easy answers. A great book club choice."

—Janet Lockhart, Wake County Public Library, Cary, NC