

LIBRARYREADS ANNUAL REPORT

JUNE 2020-JUNE 2021



EXECUTIVE DIRECTOR'S NOTE

I'm pleased to bring you the 2020-21 Annual Report for LibraryReads, covering our activities from July 1, 2020 through June 30, 2021.

As noted last year, in these unprecedented times we are fortunate to be an organization without a physical location and with Board members across the country. While we know many of our library and publishing colleagues have had to drastically change the way they work, we were able to continue with some consistency in such an inconsistent world. While we miss the energy of in-person meetings and events, we were able to add an additional two board members in July 2020, and continued to offer virtual events throughout the year.

We are very grateful that we continue to be able to rely on the support we receive from our publisher partners. LibraryReads would not exist without their backing, and we are always thrilled to be able to work with them and promote all of the exciting remote offerings they have pivoted to this year.

If you have any questions about the information in this report (or about LibraryReads in general!), please don't hesitate to contact me at rebecca@libraryreads.org.

Best,



Allison Escoto, Administrative Assistant, NYC



Rebecca Vnuk, Executive Director, Chicago



ABOUT LIBRARYREADS

LibraryReads creates the monthly nationwide library staff picks list for adult fiction and non-fiction. Our goal is to help connect librarians' favorite books to as many readers as possible, while drawing upon the incredible power that public library staff has in helping to build word-of-mouth for new books, and the important role that libraries play in creating audiences for all kinds of authors.

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, representing a broad range of reading tastes and showcasing a variety of new titles, including buzzed-about debuts, genre favorites, bestselling authors, and midlist titles that public library staff are raving about.

Each month, the LibraryReads list is announced via e-mail, social media, and on our website. Our list is also featured in a range of media outlets such as *Booklist*, *Library Journal*, Shelf Awareness, Publisher's Lunch, and the NovelList database.

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.



LIBRARYREADS 2020-21 BOARD OF DIRECTORS



L-R: Winsor, Kenn, Tangri, Mortensen; Lobash, Currie, Sposato, Anderson; Morris, Santangelo, Cruz, Trotter

Chair, Gregg Winsor, Johnson County Library, KS

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Andrienne Cruz, Azusa City Library, CA

Kelly Currie, Delphi Public Library, IN

Polli Kenn, Lawrence Public Library, KS

Lynn Lobash, New York Public Library, NY

Michelle Morris, Fort Worth Public Library, TX

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Stephen Sposato, Chicago Public Library, IL

Secretary/Treasurer, Shayera Tangri, Los Angeles Public Library, CA

Jessica Trotter, Capital Area District Libraries, MI

Advisory Council

Recognizing the deep commitment Board members have made and respecting the wealth of information and assistance they represent, former members of the LibraryReads Steering Committee (2013-2019) have been invited to join us as Advisory Council members.

Current Advisory Council members:

Stephanie Chase, Library Consultant, OR; Robin Bradford, Pierce County Library System, WA; Alene Moroni, Forbes Library, MA; Christopher Platt, Mono County Free Library, CA; Robin Nesbitt (retired); Kaite Stover, Kansas City Public, MO; David Wright, Seattle Public, WA; Nora Rawlinson, EarlyWord, NY; Miriam Tuliao, PRH, NY



How is the LibraryReads list created?

The LibraryReads monthly Top Ten list is created by library staff across the country, who read advance copies of pre-pub adult books generously supplied by publishers. Rather than picking "the best" of anything, LibraryReads represents collective favorites—the books library staff loved reading and cannot wait to share. There is no selection committee or jury; the list is completely compiled via votes from the U.S. public library community!

ARCs (also known as Galleys)

Publishers make their advance reader copies available on Edelweiss and/or NetGalley. (Both services are free for library staff to register and use!) They also mail out select copies and distribute them at conferences and events throughout the year.



Reading and Voting

Anyone who works in a public library in the U.S. is eligible to participate, and it's free! Readers use Edelweiss and NetGalley to vote (sometimes referred to as "nominate") for their favorite titles. Votes are due one month before the month of pub date.

Tallying

Each month, we get the vote data from Edelweiss and NetGalley, and the ten books with the most votes make the monthly list. The book with the most votes becomes the Top Pick; authors with three or more titles on our lists enter the Hall of Fame.

It's as simple as that!

Finalizing the List

Our list is put together in a printable PDF document that we release on the 15th of every month. Libraries across the country are able to download, print, and share this list with their readers!



FULL DETAILS ON HOW TO PARTICIPATE ARE
AVAILABLE ON OUR WEBSITE!
WWW.LIBRARYREADS.ORG

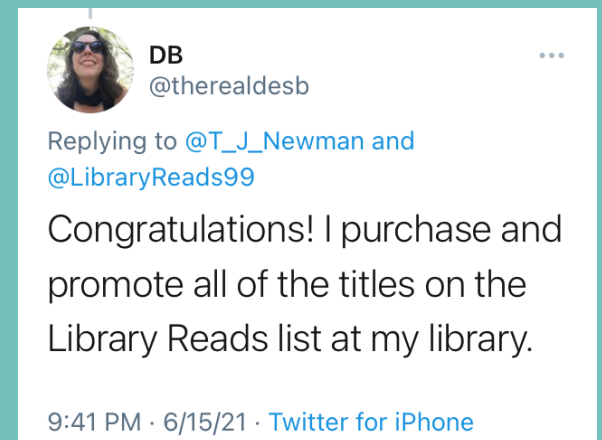


OUR REACH

LibraryReads picks are seen by thousands of library workers and library patrons each month via our outreach efforts and social media channels.

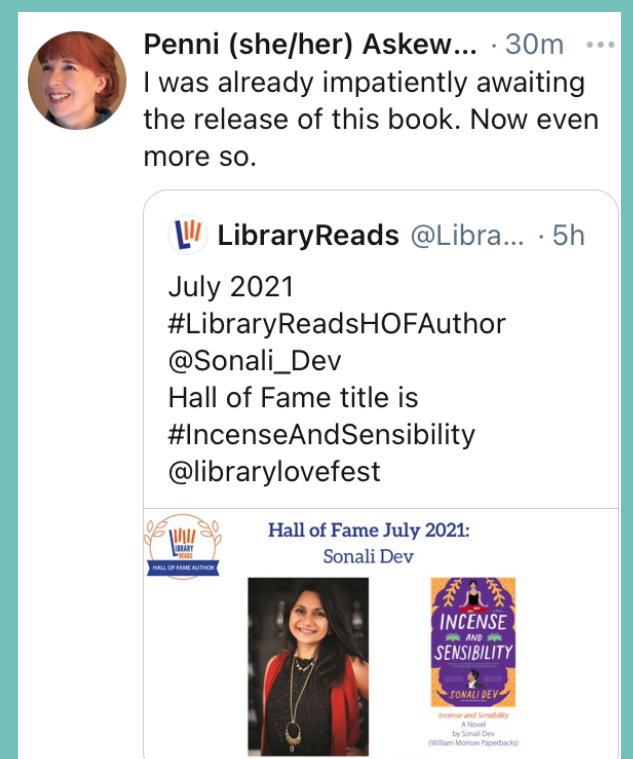
When the list is published on our website each month, it is picked up and publicized by a number of media outlets and hundreds of public libraries.

Purchasing lists are immediately made available to librarians via OverDrive, Ingram, Baker & Taylor, Bibliotheca, and Midwest Tape.



libraryAware™			HOME	FOLDERS	NEWSLETTERS	SUBSCRIBERS	REPORTS	ADMIN
Reports			Communication Summary					
Folders			Communication Summary: 07/01/20 - 06/30/21					
Newsletters			14 Issues Sent		⌵			
Unique Opens			58,826					
Open Rate			46.68%					
Unique Views			2,018					
View Rate			1.6%					
Clicks			16,837					
Emails Sent			126,508					
Bounces			497					
Unsubscribes			155					

Our users are engaged: the LibraryReads email newsletter currently has over 10,000 subscribers; and our open rate continues to average a robust 47%.



NUMBERS

20,452

TOTAL VOTES,
JULY 2020-
JUNE 2021

Highest Month: June 2021, with 2,459 votes. Total increase of 4,351 votes over FY2019!

25,630

SOCIAL MEDIA
FOLLOWERS

Facebook: 12,690 followers (an increase of over 2,600 from last year)

Twitter: 7,900 followers (increase of over 800)

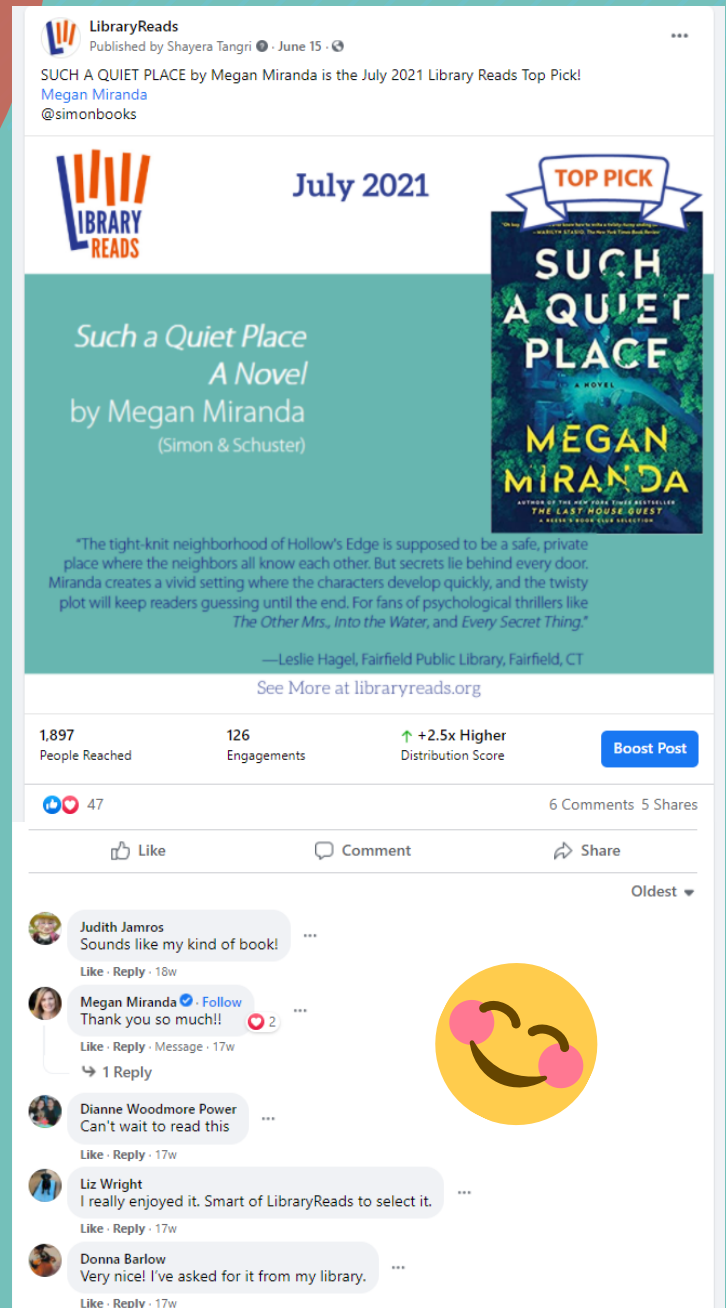
Instagram: 5,040 followers (increase of almost 2,000)

Total follower increase from FY2019 to FY2020: 5,395

SOCIAL MEDIA

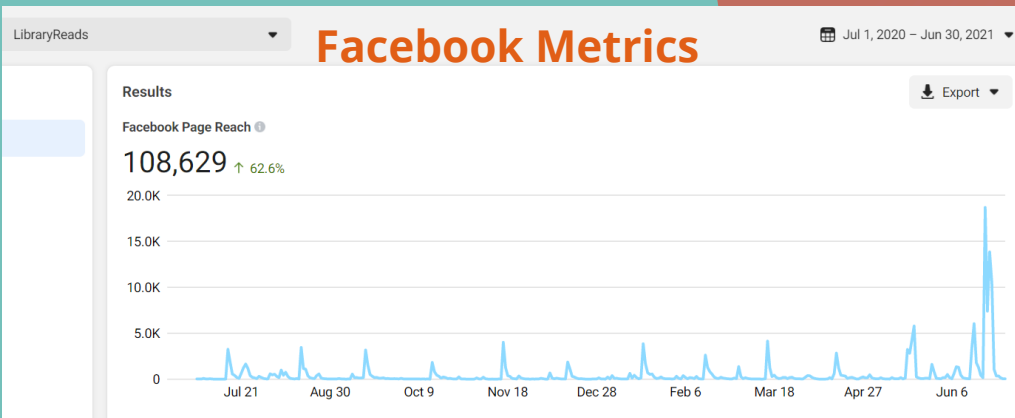
We continue to see great reach via our social media channels.

We are so thrilled with how publishers utilize their social media to boost LibraryReads and to help engage their followers by featuring their eligible titles and promoting the list.

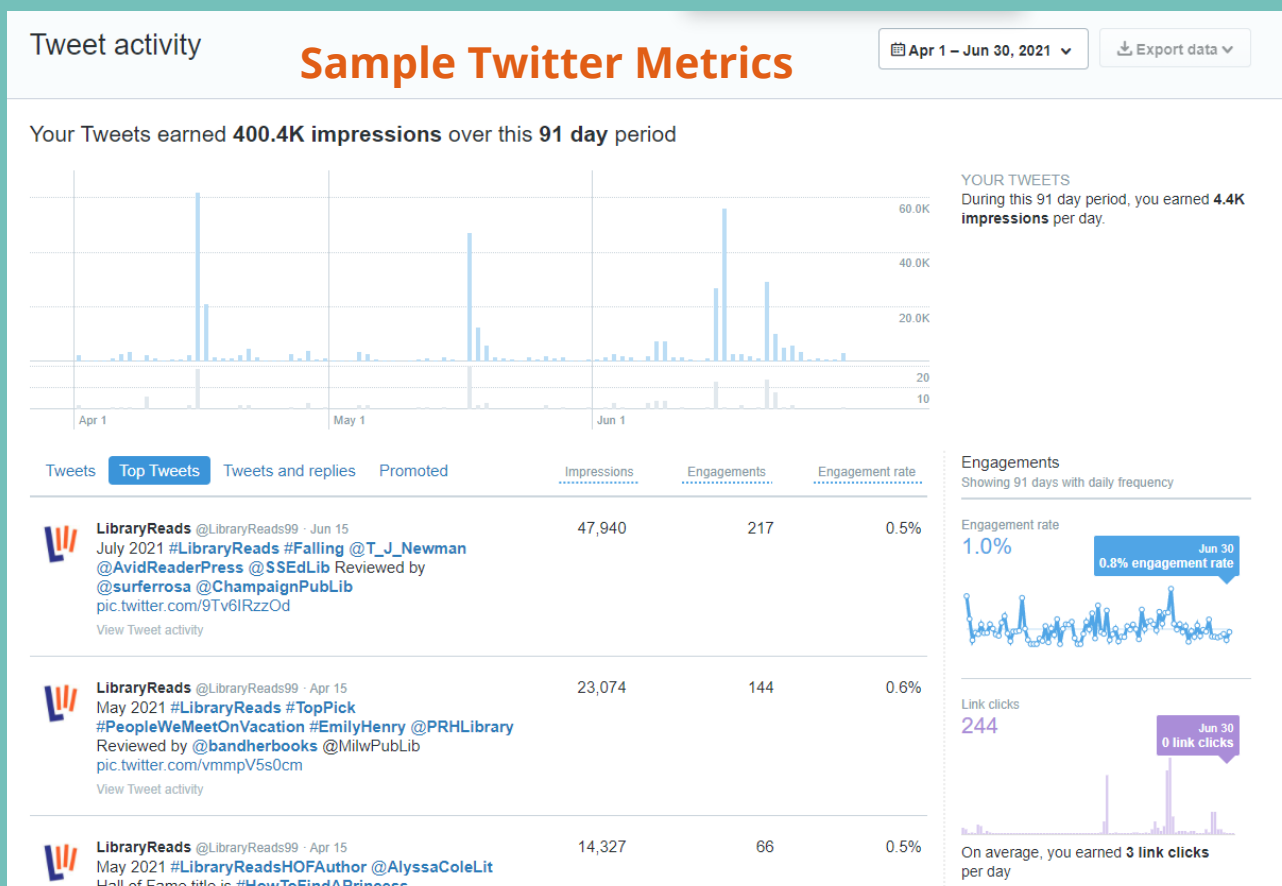


Many libraries post our lists for their patrons and followers throughout the month.

SOCIAL MEDIA



Recent Content	Type	Reach	Likes and Reactions	Comments	Shares
 Library Reads Hall of Fame ... Mon Jun 21, 7:08am		44.1K	1.4K	139	19
 Here is Library Reads entire ... Mon Jun 21, 7:24am		10.2K	254	7	26
 Here's the entire June 2021 ... Mon May 17, 7:32am		8K	82	5	28
 Here's the entire July 2021 L... Tue Jun 15, 7:20am		7.5K	149	24	16

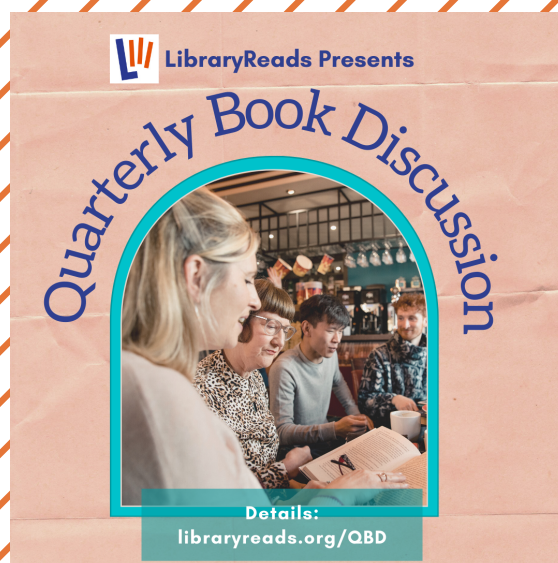


EVENTS

With the cancellation of in-person conferences, LibraryReads still found ways to engage users and promote readers' advisory and authors. We added a LibraryReads YouTube channel for all of our virtual recordings and we plan on recording all future in-person events.

Highlights:

- "LibraryReads in Conversation: Actively Anti-Racist Readers' Advisory" in August 2020 drew a live audience of 425, with nearly 3,500 views of the recording.
- We sponsored The Horror Writers Association's StokerCon Librarians' Day on May 21, 2021.
- We introduced a virtual Quarterly Book Discussion for library staff across the country.
- The highly regarded "Crash Course" RA series with NovelList continues to see incredible attendance.
- Board members and staff continue to be available to assist with publisher virtual events. Examples from this year include "Libraries Night Out: Oregon Edition" with Penguin Random House; and the popular "Mystery at the Library" monthly interview series for Sourcebooks.
- Several Board members, Advisory Council folks, and staff presented at the June 2020 Edelweiss Bookfest, with "The Great Big Galley Grab" being the highest-attended program of the event!



ADDITIONAL USER ENGAGEMENT



Jessica T.
@JessLibrarian

I think next up might be THE OTHER ME by Sarah Zachrich Jeng (8/21). It sounds like an interesting thriller with an SF edge and a Michigan connection, so I'm going to check it out. [#reading](#) [#readersadvisory](#) [#readadv](#) [#LibraryReadingWed](#) @LibraryReads99



8:58 AM · May 5, 2021 · Twitter Web App

2 Retweets 4 Likes

["What We're Reading Wednesdays" gives LibraryReads Board members a chance to showcase books and encourages our Twitter users to share their picks as well.](#)



JenniferSchultz
@Jennsreads

Well, my "I will not request any more ARCs until I finish my July reads and submit my [@LibraryReads99](#) votes" vow lasted 2 days. Watching the thrillers panel now. [#LJDOD](#)

9:25 AM · May 6, 2021 · Twitter for iPhone

[A huge THANK YOU goes out to all of our publisher partners who continually and enthusiastically promote LibraryReads in their newsletters and ARC mailings, and at events.](#)



Erika
@Airykah1382

Thanks to [@RAforAll](#), I found out about Readers' Advisory Crash Courses from [@NovelListRA](#) and [@LibraryReads99](#) and now I want to watch them all and take notes. Since we are re-opening very soon, I want to be on top of my RA game.

3:56 PM · Apr 28, 2021 · Twitter for iPhone



LibraryReads
287 subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

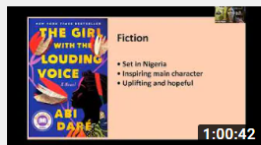
CHANNELS

ABOUT



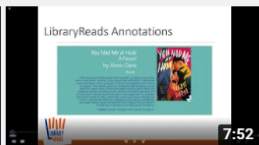
Uploads PLAY ALL

SORT BY



GEPL: We Love Our Book Clubs!

124 views · 7 months ago



How to Write LibraryReads Annotations

71 views · 8 months ago



ALMA LR Chat n Chew 2020 NONFIC

197 views · 11 months ago



ALMA LR Chat n Chew 2020 FICTION

254 views · 11 months ago



LibraryReads Presents: Readers' Advisory 101

2.5K views · 1 year ago



LibraryReads in Conversation: Actively Anti...

3.4K views · 1 year ago



LibraryReads Virtual BEA Author Interviews Video 2

380 views · 1 year ago



LibraryReads Virtual BEA Author Interviews Video 1

302 views · 1 year ago



How to Vote for LibraryReads via Edelweis...

681 views · 1 year ago

WHAT'S AHEAD: 2021-2022

We are looking forward to the return of in-person events in 2022 and are planning on having a presence at the PLA conference in March '22.

LibraryReads remains committed to furthering our reach in the readers' advisory continuing education space. We look forward to working with our publisher and vendor partners to accomplish this in the year ahead!

A few things in store:

- Partnering with *Booklist Publications* to offer the monthly list and additional lists from our archive for their new patron-facing product, *The Booklist Reader*.
- Partnering with *Library Journal* to offer read-alike suggestions weekly in their *Book Pulse* newsletter and more.
- Expanding the "LibraryReads in Conversation" webinar series, covering different readers' advisory and collection development topics.
- Developing a LibraryReads podcast featuring our Board members and other RA folks discussing their current reads.
- Creating a group of LibraryReads Ambassadors made up of some of our "power users" who will be tasked with LibraryReads promotion and expansion efforts.
- Sponsoring and appearing at local/state/regional library events.

THANK YOU TO OUR SUPPORTERS

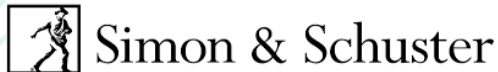
LibraryReads benefits from strong partnerships and collaborative relationships with a wide variety of organizations and companies.

Special thanks goes to those who help promote LibraryReads: our voting partners, Edelweiss and NetGalley; media outlets including *Booklist*, *Library Journal*, *BookPage*, *BookReporter*, *EarlyWord*, and *RA For All*; and vendors such as Ingram, Baker & Taylor, Midwest Tape, NoveList, and OverDrive.

Finally, we must thank the many staff members from public libraries across the country who read, vote, and share the list with their patrons.

Our list would not be possible without the support of the publishers featured in our monthly lists, as well as the support of NoveList and the Adult Library Marketing Association.

The following publishers provided financial support to LibraryReads in this reporting period:



Our founding publisher partners:

- Hachette Book Group • HarperCollins • Macmillan • Other Press • Penguin Group (USA) • Quercus Publishing
- Random House, Inc. • Simon & Schuster • Workman Publishing • W.W. Norton & Company, Inc.



The Top Ten books published
this month that library staff
across the country love.

LibraryReads, Inc.
Rebecca Vnuk, Executive Director
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Forest Park, IL 60130

708-552-0515

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