Main Reader’s Advisory Appeals

- **Character**: The people and animals who populate a book.
- **Storyline**: The focus and plot of the book.
- **Pace**: How fast or slow the book is.
- **Tone**: The constant appeal; the overall feeling that a book evokes.
- **Genre**: Mystery, Romance, Sci-fi, Fantasy, Thriller, etc.

Translating Appeals in Non-Book Media

- **Character**: Patron focuses on character, animal, inanimate object as focus of why they like the media. They typically won’t really discuss the storyline.
- **Storyline**: Patron is very focused on story elements. Lots of “and then, and then, and then.”
- **Pace**: Patron may talk about lots of action, but this you will probably need to ask about.
- **Tone**: Is patron’s tone or wording indicating happy, sad, laughing?

Keys to Identifying Appeals in Other Media

- Refer back to the basics of RA with character, storyline, etc.
- Listen to your patron: do they focus on the thrilling plot or the sassy main character?
- Research! Familiarize yourself with a small overview of popular media to establish a base in identifying possible appeals.

Prioritizing Appeals

- Everyone is drawn to different aspects and appeals. While one patron may really like the action-packed storyline, another might be drawn to the witty tone throughout.
- If a patron doesn’t mention a specific appeal, it’s probably not important to them. Remember that a patron’s interests are more important than any other appeal.
- Tone is constant. Of all the appeals, every media has a certain tone, and patrons will often use tone-centered verbiage when describing other appeals.
Identifying Appeals When the Patron Isn’t Around and/or Its a Media You Are Unfamiliar With

- Research is key; use various resources to identify the basic concept behind the media in question.
  - Google
  - Wikipedia
  - Metacritic
  - IMDB
  - iO9

Finding Recommended Books Once the Main Appeal is Identified

- Once you have identified what the main appeals are for the non-book media, and you need help finding corresponding books, consult sources and resources such as:
  - Novelist
  - Wikipedia
  - Google “Books like…”
  - Buzzfeed
  - KitchenSinkRA.com
- After you have successfully identified one book that matches your patron’s main appeal, use traditional RA resources to find additional titles:
  - Novelist
  - Amazon “suggests”
  - Goodreads

Tips and Tricks

- Listen to your patron; it’s the whole battle. They’ll give you all the keys you need to help them find the right book based on their latest media obsession.
- Start the conversation where the patron does; i.e. If the patron doesn’t mention books, and jumps straight to video games, ask them about the games!
- Keep up with trends
- Entertainment Weekly
- Buzzfeed
- Talk to your patrons! What do they like? What are they currently obsessing over?
- Keep an eye on fandom and diversity across media. Patrons may code their requests based on diverse characters in the non-book media or associated fandom.
- Remember: You will call it wrong sometimes. It happens. Its Ok. Try Again.

Questions? Drop us a line! 

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