

## Quick Tips for Making Your Library More Romance Reader Friendly (When Love Hurts: Taking the Pain out of Romance Readers' Advisory)

- This is going to seem obvious, but *buy romances*.
- *Buy good ones* (for example RITA winners and ones with positive reviews).
- *Buy across the sub-genres*.
- This one seems obvious too, but *catalog your romances*. If you don't catalog them, it makes it darn hard for librarians and readers alike to find them. And if no one can find them then they probably won't circ very well, in essence becoming a self-fulfilling prophecy.
- *Don't assume* that you know who reads romances. Romance readers aren't necessarily who you think they are.
- Try *indirect RA tactics* such as bookmarks, lists, etc.
- Create *booklists* of romances.
- When creating booklists around other themes in fiction, *be sure to include romances*.
- Create *displays* of romances.
- When creating displays around other themes in fiction, *be sure to include romances in your displays*.
- Include romances in your *new titles* area
- *Create programming* for romance readers
  - Get in *local romance writers* for workshops or signings.
  - Include romances in your *book clubs*.
  - Do romance *booktalks*.
  - Include romances in your booktalks on other themes.

- *Advertise* romance-related events. In a way you can target your romance readers more effectively than many other patrons. You know what section they're heading toward and that they're likely to visit it frequently. Try putting out event fliers on the romance shelves or placing bookmarks in all the books in the area.
- *Put the romance section some place obvious and logical* (with the other genre PBs, for example).
- Advertise or draw attention to the romance section with *shelf-talkers, signs, or posters*.
- *Think about what you say on desk* whether to fellow staff members or patrons. You don't know who reads romances and who doesn't. So if you're joking with a patron at the desk about trashy romances, other patrons who read them may be passing by and register that that librarian or worse the library as a whole is a place that doesn't welcome them.
- *Encourage staff to read romances or your romance readers on staff to come out of the closet*. Use them as a resource for RA. You can direct patrons to them when you're stumped or ask them to tell you about some books they've read recently that they've enjoyed. (The informal lunchtime booktalk is a wonderful thing.)