

Milwaukee Public Library Book Chat:

Developing Signature Virtual Programming on a Budget



MILWAUKEE
PUBLIC LIBRARY



BOOK CHAT

HELLO!



Kristina Gomez



Elizabeth Gabriel



Mary Sherwood



Outline

- Book Chat program model, goals, and strategic changes
- Overview of security best practices in a virtual setting with guest authors
- Tips and resources for identifying, inviting, and interviewing guests
- Readers' advisory component
- Marketing tips

1

Book Chat

Making strategic changes to increase engagement & achieve desired goals

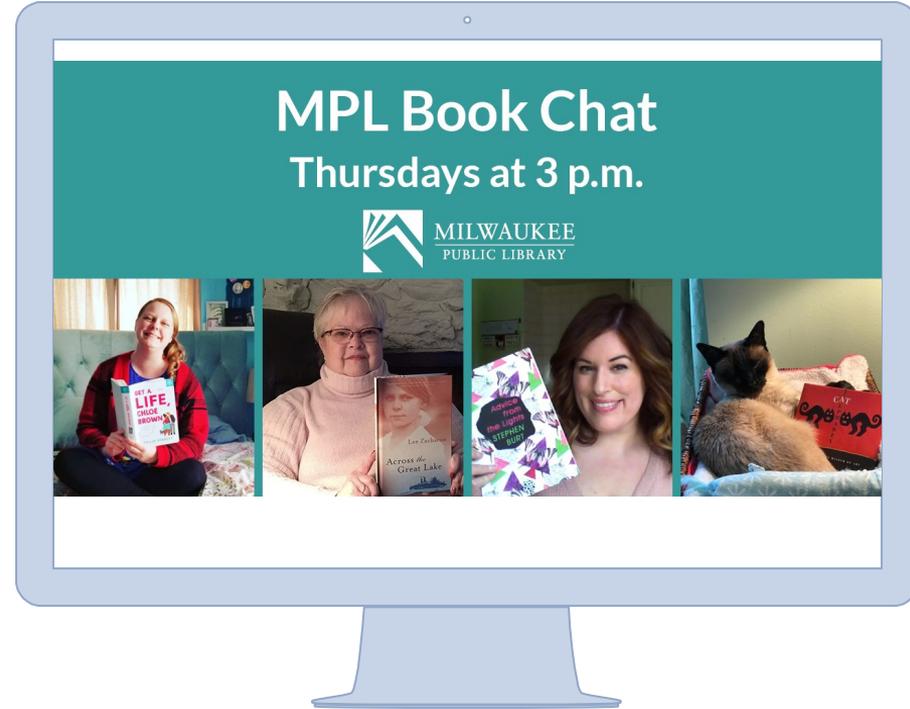
Book Chat: Take 1

Program Goals

- Promote digital library resources
- Stay connected

May-August 2020

- 60 minutes
- Weekly
- GoToMeeting





Reassess and Realign

- Review relevant stats
- Is this program achieving the original goals?
- Are there new goals?
- Have needs changed? (community, staff)



Book Chat: Take 2

Revised Program Goals

- Promote library resources (**print** & digital)
- Stay connected
- Readers' advisory
- Highlight authors

Book Chat: Take 2

Sept 2020 - Now

- 30-45 minutes
- Monthly
- Special guest interview
- Recommended reads
- Zoom webinar
 - Recording on YouTube



Book Chat with Guest Author Nghi Vo



Virtual Program Security Tips

- Behavior expectations/code of conduct
- Publisher guidelines
- Communicate with author/guest
- Check security settings
- Practice, practice, practice
- Post-incident checklist & process

2

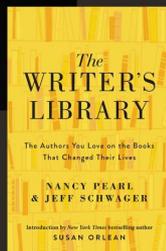
Working with Authors/Guests

Finding Special Guests / Authors

- Publisher webinars/websites
- Wisconsin Literary Awards List
- Local Connections
- Interviewing Tips



With special guest,
best selling author
Nancy Pearl



MILWAUKEE
PUBLIC LIBRARY

BOOK CHAT

Tuesday, November 10th, 6 p.m.

"Travelogues & Far Flung Reads"

VIRTUAL AUTHOR EVENTS

Want to host a virtual author visit
at your library?

We've created a step-by-step guide to help!

1. Register on Edelweiss+
2. Email us at librarylovefest@harpercollins.com to request access to our Edelweiss Author Event Grids
3. Check out our authors on the Winter, Summer, and Fall 2020 Edelweiss Event Grids:
<https://tinyurl.com/hceventgrids>
*Important note: To view the event grids, you must be registered and signed in on Edelweiss+ and granted access to the Author Event Grids
4. Identify the author (or authors) whose books circulate in your library and send an email to: VirtualEvents@Harpercollins.com

Be sure to include details about the event, including:

- On which platform will you host the event? (Facebook, Zoom, WebEx, etc.)
- Which bookseller's website will you use to sell books?
- How will you publicize the event?

5. We'll review your request and do our best to secure the author for your library



Publisher Webinars / Websites

The top ten books published this month that librarians across the country love.



People We Meet On Vacation

by Emily Henry
(Berkley Love)

"An aching slow-burn romance focused on chaotic sprite Poppy and buttoned up Alex and their twelve years of summer vacations. Set in present day Palm Springs and interspersed with flashbacks from the previous vacations, this story is full of yearning, friendship, and discussions of what it means to find a home. For fans of *This Time Next Year*, *One Day in December*, and *Waiting for Tom Hanks*."

—Elizabeth Gabriel, Milwaukee Public Library, Milwaukee, WI
Novelist read-alike: *Josh and Hazel's Guide to Not Dating* by Christina Lauren



May 2021 – The top ten books published this month that library staff across the country love.



WLA LITERARY AWARDS

The [Literary Awards Committee](#) and the [Children's Book Awards Committee](#) select outstanding published works by Wisconsin-connected authors. The WLA Literary Awards Committee is responsible for the selection of the WLA Literary Award, Outstanding Books of the Year, and Notable Wisconsin Authors. The Children's Book Award Committee of the Wisconsin Library Association's Youth Services Section is responsible for the selection of the Elizabeth Burr/Worzalla Award, Outstanding Books of the Year, and Notable Wisconsin Authors/Illustrators.

Literary Awards for Works Published for Adults

WLA Literary Award

This award is for the highest literary achievement by an author with a Wisconsin connection, for a work written in the previous year.

Outstanding Achievement Award

These are Wisconsin authors & illustrators recognized for outstanding achievement for books published in the previous year.

Notable Wisconsin Authors

Notable Wisconsin Authors is an annual project funded through the WLA Foundation which honors Wisconsin authors, past and present, for their literary contributions. The Wisconsin Library Association hopes to promote a greater awareness of the state's literary heritage through this recognition.

[VIEW PAST AWARDS](#)



WISCONSIN
LIBRARY
ASSOCIATION



Local Connections



Interviewing Tips

Research

- Watch interviewers you admire
- Watch the author/guest on other interviews if possible
- Read their work

Tailor questions to your guest



Aim for fun and engaging

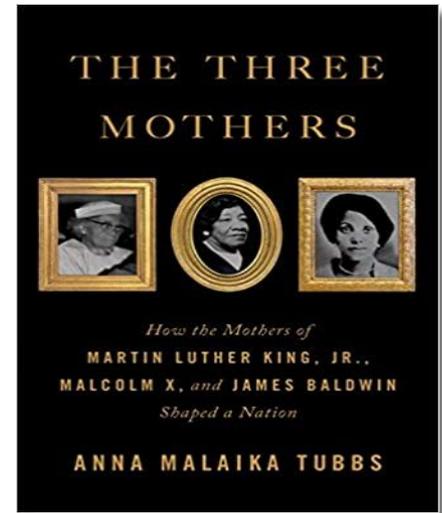
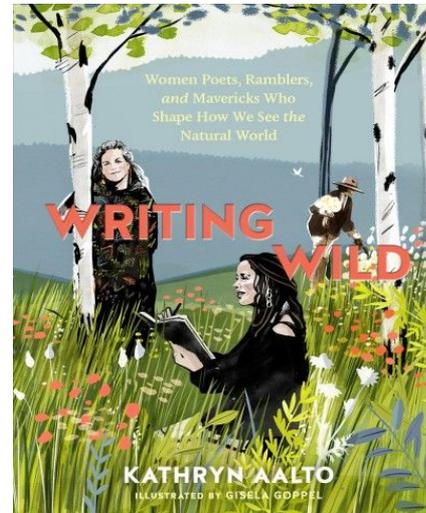
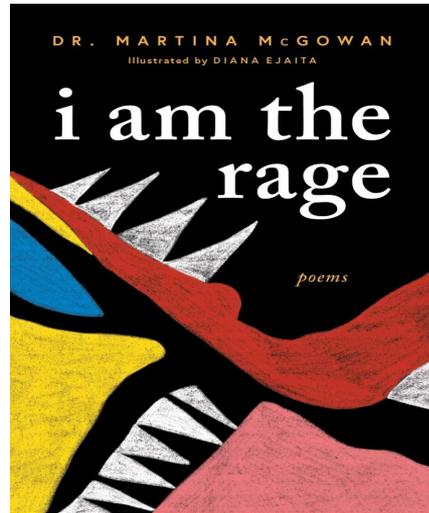
Carmen reading “When I Grow Up I Want to be a Mariachi”



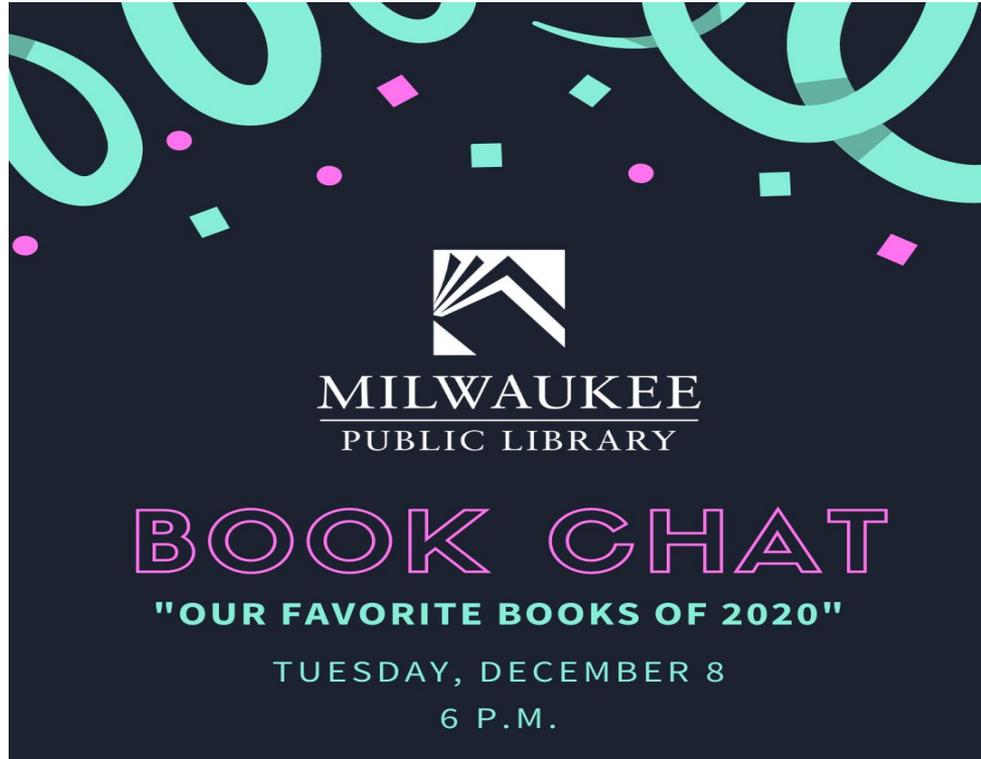
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Choosing Our Themes

Theme was Women's History Month



December - Our Favorite Books of 2020

A promotional poster for a book chat event. The background is dark blue with teal streamers and pink and teal confetti. The Milwaukee Public Library logo is centered, followed by the text 'MILWAUKEE PUBLIC LIBRARY'. Below that, 'BOOK CHAT' is written in large, pink-outlined letters. Underneath, '"OUR FAVORITE BOOKS OF 2020"' is written in teal. At the bottom, the date and time 'TUESDAY, DECEMBER 8 6 P.M.' are listed in teal.


MILWAUKEE
PUBLIC LIBRARY

BOOK CHAT

"OUR FAVORITE BOOKS OF 2020"

TUESDAY, DECEMBER 8
6 P.M.

**December - Our
Favorite Books of
2020**



MILWAUKEE

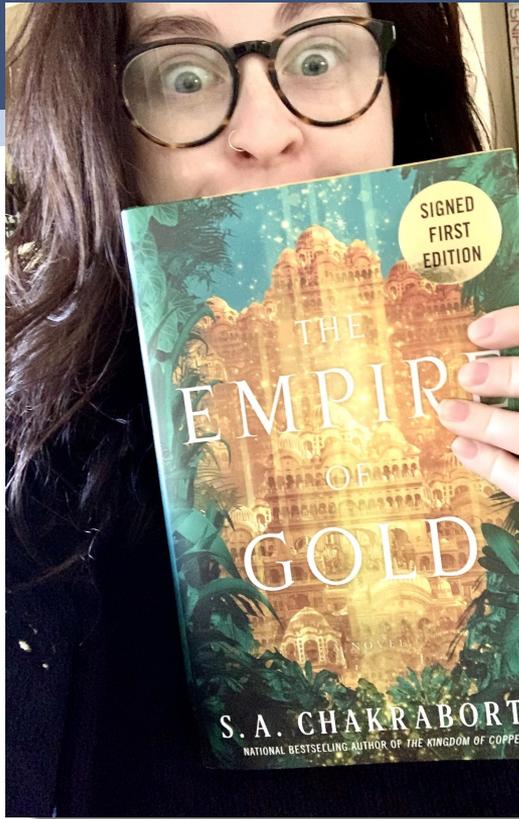
PUBLIC LIBRARY

BOOK CHAT

"OUR FAVORITE BOOKS OF 2020"

TUESDAY, DECEMBER 8

6 P M



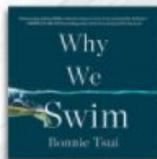
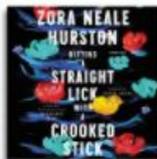
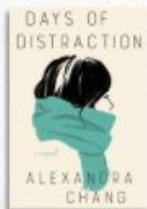
This is the stunning final book in the fantastic Daevabad Trilogy, an epic fantasy series steeped in history, magic, and Middle Eastern folklore. It'll make you scream and cry and cheer and recommend it to every single person you know.”

~Cat M., Central Children’s Room on *Empire of Gold* by S.A. Chakraborty

When I heard this book was already being adapted by Mr. Robot creator Sam Esmail and starring Denzel Washington and Julia Roberts, I had to add it to my 'To Read' list. There's a bit of a wait for it now at MPL but get in line quick because the hype is warranted. At a brisk 241 pages this book was a total blast to read (which I did in two sittings) and easily my favorite of 2020.



TIME *The Must-Read Books of 2020*



Available now on Hoopla

NPR's Book Concierge

Produced by Rose Friedman, Petra Mayer, Beth Novey and Meghan Sullivan | Executive Producer: Ellen Silva

2020

2019

2018

2017

2016

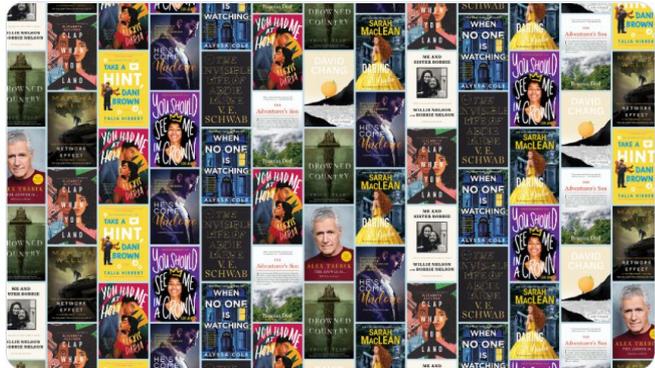
2015

2014

2013



At the end of each year, the NetGalley team loves reflecting back on the great books we've read. Here's a look at our favorite 2020 releases we read this year: ow.ly/c0Dm50CG005



avonbooks and 8 others



FEATURES

Best Books of 2020

Feature by the editors of BookPage
December 2020



How do you choose your TBR?

BOOKS

40 new books for holiday gifts in 2020

Jim Higgins Milwaukee Journal Sentinel

Published 9:00 a.m. CT Nov. 18, 2020 | Updated 12:26 p.m. CT Nov. 18, 2020

[View Comments](#)



A selection of new books for holiday gift giving in 2020. Submitted Photos



Boswell Book Company

title, author, keyword or ISBN

Advanced Search

Features

- Upcoming Events
- Award Winning Books
- Bargain Books
- Book Club Recommendations
- Booksellers and Recommendations
- Boswell Best - 20% Off
 - Boswell's Best Hardcover Fiction only - 20%
 - Boswell's Best Hardcover Non Fiction Only - 20% off
 - Boswell Best Children's Selections Selections - 20% Off
- Gift Guide 2020
- Boswell-Branded Stuff
- Boswell-Run Book Clubs
- Calendars, Journals, and Magazines
- Gifts, Goods, and Toys
- Gift Cards
- Holiday Boxed Cards
- Holiday Ornaments

Our Top 25 Books

Our Current Bestseller report that takes into account the last 6-8 weeks of sales.

A Promised Land (Hardcover)

By Barack Obama

\$36.00

ISBN: 9781524763169

Availability: On Our Shelves Now

Published: Crown - November 17th, 2020

[Add to Cart](#) [Add to Wish List](#)

#1 on Our Monthly Top 25

No Reading Allowed: The Worst Read-Aloud Book Ever (Hardcover)

By Raj Halidar, Chris Carpenter, Bryce Gladfelter (Illustrator)

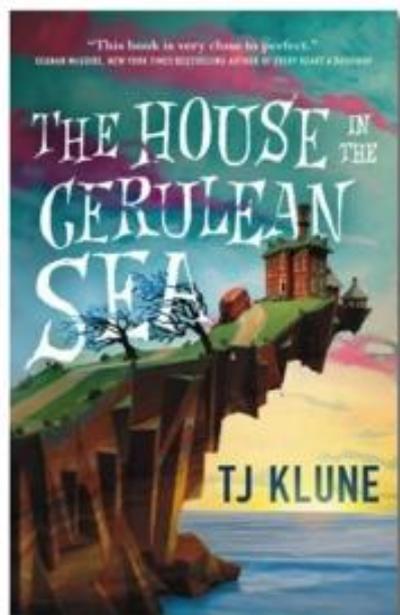
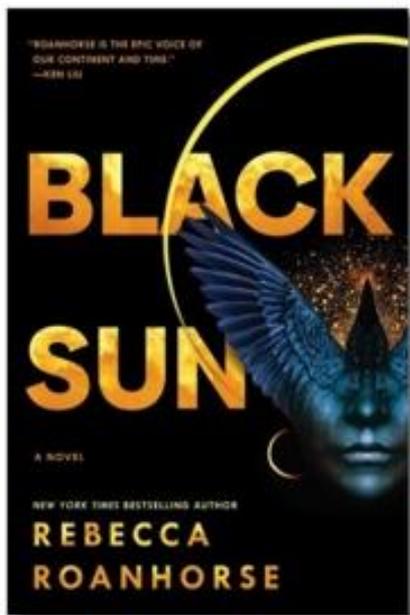
\$14.39

ISBN: 9781728206592

Availability: On Our Shelves Now

Published: Sourcebooks Explore - November 10th, 2020

More Local Favorites



Other Worldly



Leave the world behind : a novel

Alam, Rumaan,

 Book | Ecco, an imprint of HarperCollinsPublishers | 2020 | First edition.

10 holds on first copy returned of 99 copies



Additional actions:



Search Results

Next result:

Leave the world behind [large print] : a novel / Rumaan ...



Other Sources

 [View in classic catalog](#)

 [Explore](#)

 [View MARC display](#)

[Record Number: b4233784a]

More from Your Search:

Below are some more items having your same search terms:

Leave the world behind [large print] : a novel / Rumaan ...



Items only show available

Location	Call No.	Status	Note
Atkinson Branch Adult Fiction	FIC ALAM	CHECK SHELVES	NEW
Bay View Branch Adult Fiction	FIC ALAM	IN TRANSIT	NEW
Bay View Branch Adult Fiction	FIC ALAM	DUE 04-29-21	NEW
Brown Deer Adult Fiction	F ALAM Rumaan	CHECK SHELVES	NEW
Brown Deer Adult Fiction	F ALAM Rumaan	CHECK SHELVES	NEW
Brown Deer Adult Fiction	F ALAM Rumaan	IN TRANSIT	NEW
Capitol Branch Adult Fiction	FIC ALAM	CHECK SHELVES	
Capitol Branch Adult Fiction	FIC ALAM	DUE 05-05-21	NEW

 Show remaining items

Details

Chat

Beth to Everyone

<https://www.readitforward.com/interactive/books-you-should-read-this-halloween/>

Beth to Everyone

Need more? A

Comprehensive List of Black Horror/Thriller/Mystery/Dark Fiction Authors (More than the same 10 you see on these types of lists over and over)
<http://www.jeannicolerivers.com/blog/>

Post Program

Following
up with
attendees

Milwaukee Public Library Book Chat with Carmen Murguia



MPLWebinars

Fri 3/19/2021 5:30 PM



Hello,

Thank you for registering for the Milwaukee Public Library Book Chat programs. In case you missed it, we chatted with special guest poet and education Carmen Alicia Murguía on March 9th. You can now watch the program on the Milwaukee Public Library YouTube channel:

<https://www.youtube.com/watch?v=9E22KLBz2kw&t=1021s>

Here are the book recommendations:

Carmen

[Women and Money by Suze Orman](#)

[Women, Work, & the Art of Savoir Faire by Mireille Guiliano](#)

[The House on Mango Street by Sandra Cisneros](#)

The Lesbian Love Companion by Marny Ball

Beth

[Love is an Ex-Country by Randa Jarrar](#)

[I am the Rage by Dr. Martina McGowan](#)

[Wild Women and the Blues](#) by Denny S Bryce

Promotion

Next month's Book Chat

Kristina

[Writing Wild](#) by Kathryn Aalto

[She Came to Slay](#) by Erica Armstrong Dunbar

[Sabrina & Corina](#) by Kal Fajardo-Anstine

Mary

[The Soul of a Woman](#) by Isabel Allende

[The Three Mothers](#) by Anna Malaika Tubbs

Coming up on April 6th, join us for a chat with [author Nghi Vo](#) at 6 p.m.



Book Chat

WITH SPECIAL GUEST

Author Nghi Vo

Tuesday, April 6 at 6 p.m.



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4

Marketing



Marketing Your Virtual Program

- Social Media
- Eventbrite
- E-newsletter
- Website
- Marketing partners
- Local press
- Guest networks

Milwaukee Public Library Book Chat Featuring Guest Author Nghi Vo Takes Place Tuesday, April 6, 6:30 pm

Looking for your next great book to read? Then we suggest you join librarians from the **Milwaukee Public Library** for a conversation with special guest author Nghi Vo, author of **The Empress of Salt and Fortune**, as together they share a list of curated books guaranteed to fill up your to-be-read pile.



[Click here to register for this virtual conversation hosted on Zoom by MPL.](#) And you can also purchase books from Vo's *Singing Hills Cycle* series from Boswell. #1 in the series is **The Empress of Salt and Fortune**, #2 is **When the Tiger Came Down the Mountain**. And if you've already read and loved those (or even if you haven't!) preorder Vo's forthcoming (June 1st) novel **The Chosen and the Beautiful**, which reimagines *The Great*

Gatsby as a coming of age story full of mystery, excess, and magic.

Boswellian Jen Steele loved *The Empress of Salt and Fortune*. From her recommendation: "Cleric Chih arrives at Lake Scarlet expecting to find Thiving Fortune, the house by the lake abandoned; they encounter an old woman who invites them in to observe a beautiful phenomenon. Invited to stay, Chih learns that the old woman is Rabbit, a handmaiden who befriended the exiled Empress In-Yo. As Chih records the artifacts they find at the house, Rabbit begins to reveal the truth behind the history of Empress In-Yo and the life they lead at Thiving Fortune. *The Empress of Salt and Fortune* is a delicate feminist fantasy that took my breath away! Definitely a book I will want to reread just because I enjoyed it so much." You'll surely want to [click here now and register](#) for Nghi Vo's Book Chat for Milwaukee Public Library on Tuesday, April 6, 6:30 pm CDT.



Resources

[Book Chat Planning Checklist](#)

[Milwaukee Public Library YouTube](#)

[Post-incident security checklist](#)

[mpl.org](#)



THANKS!

Any questions?