OLA/WLA 2013 Conference

From 49 Shades of Discomfort to Fearless Romance Readers' Advisory

Session Outline/Notetaking

Quiz

- Romance fiction sales **worldwide** topped $_____ in 2011, capturing the largest share of the consumer market at 14.3%.
- In 2008, _____ people read at least one romance novel, with the core of romance fiction market remaining at 29 million regular readers.
- The fundamental general appeal of the romance novel, like that of all genre fiction, is to our basic human desire and need for _____.
- Name two common misconceptions/criticisms of romance novels:
- What **percentage** of romance readers are likely to follow an author they like into a new subgenre? _____%

Purpose & Outcomes

Purpose:
To give you a better appreciation of the Romance genre and its readers and better equip you to provide readers' advisory assistance.

Outcomes:

1. Understand the range of Romance novels and the importance of knowing what the reader wants in a book.
2. Increase your comfort level when helping Romance readers.
3. Realize the importance of your attitude towards the romance genre and readers and how that impacts the readers advisory conversation.

Romance novels – Characteristics & Overriding Principles

_____

_____

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_____

Appeal of romance novels

History, Statistics, Readers, Criticism, Authors

Subgenres

- **Contemporary: Set after 1945 in any location**
  - Authors Every Librarian Should Know: Jennifer Crusie, Susan Elizabeth Phillips, Katie Fforde, Jayne Ann Krentz, Robyn Carr, Susan Mallery, Rachel Gibson, Christina Dodd, Carly Phillips, Christie Ridgeway, Susan Wiggs, Christie Ridgeway, Christina Skye.

- **Historical Romance: Any time period prior to 1945 in any location**
  - Westerns, Medieval, Victorian, Regencies
  - Regency Romance**:** Romance novels in which the majority of the story is set against the Regency period of the British Empire.
    - Traditional Regency (historical details, more innocent)
      - Authors Every Librarian Should Know: Georgette Heyer, Patricia Oliver, Donna Simpson, Marion Chesney
    - Historical Regency (more racy, events at odds with social mores)
      - Authors Every Librarian Should Know: Julia Quinn, Jo Beverly, Loretta Chase, Christina Dodd, Roberta Gellis, Betina Krahn, Amanda Quick, Mary Balogh, Stephanie Laurens, Eloisa James, Jane Feather, Lisa Kleypas, Beatrice Small.

- **Inspirational Romance**
    - Religious or spiritual beliefs (in the context of any religion or spiritual belief system) are a major part of the romantic relationship.
    - Authors Every Librarian Should Know: Janette Oke, Beth Pattillo, Beverly Lewis, Deborah Raney, Julie Klassen, Lori Copeland, Robin Jones Gunn, Jan Karon,

- **Paranormal Romance**
    - Novels in which the future, a fantasy world, or paranormal happenings are an integral part of the plot.
    - Authors Every Librarian Should Know: Sherrilyn Kenyon, Chrsitine Feehan, Laurell K. Hamilton, Nora Roberts, MaryJanice Davidson, Susan Krinard, Cherry Adair, Charlaine Harris, Carla Neggers.

- **Romantic Suspense**
    - Romance novels in which suspense, mystery, or thriller elements constitute an integral part of the plot.
    - Classic romantic suspense was a Romance with an element of danger. Violence usually hinted/suggested, but rarely described in detail.
        - Authors Every Librarian Should Know: Phyllis Whitney, Victoria Holt, Barbara Michaels, Daphne de Maurier, Mary Stewart
    - Current romantic suspense is more edgy and can be sexually explicit.
        - Authors Every Librarian Should Know: Nora Roberts/J.D. Robb, Sandra Brown, Suzanne Brockman, Tami Hoag, Catherine Coulter , Elizabeth Lowell, Iris Johansen, Dee Henderson, Elizabeth Adler (gentler, closer to classic writers), Catherine Mann, Karen Robards,

Romance Readers' Advisory Interview/Conversation

Three things you need to know:

1.

2.

3.

Making YOU and YOUR library romance-friendly!

_____ _____

_____ _____

_____ _____

_____ _____

Resources

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_____
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