"The facts, Ma'am. Just the facts."
Creating and Marketing a Dynamite Youth Informational Book Collection
2017 Sibert Awards
You Say Pot-a-to, I Say Po-tah-to

• Non-Fiction
• Informational
• Factual
• Literary/Creative/Narrative NF
Who Are Your Informational Books for?
Make Good Choices
Finding the Goods

Major Review Journals
SLJ, VOYA, Booklist, Hornbook, Kirkus, PW

Publisher Catalogs/Websites

Online Sources
Blogs, Good Reads, Amazon
Eye-Catching Goods

CCBC
Bestseller and Best of the Year Lists
Award Winners
Sibert Award, NCTE Orbis Pictus Award, Parents Choice
Bibliographies
Other Sources
Series Information Books – When and Where?
Weeding
Dewey or Don’t We?
Simplify!

Drop the Cutter
Shorten/Eliminate Decimals
Play with Dewey

Example: Football
796.332 vs. 796 F
Washington
917.97 vs. 979.7 vs. 979 WA
Bears
599.74 vs. 599.7 B
Experiment with Placement

- Poetry in the subject area it’s about
- Author biographies by bulk of their books
- Narrated non-fiction in NF
- Nudge books into subject areas they fit best
- Don’t fear paperbacks
Loud and Proud
Reader’s Advisory

Think Info Books!
Displays

La Crosse Public Library WI

Lisa Mulvenna from Lisa’s Libraryland blog

La Crosse Public Library WI
Programs

Informational Books can be:

- included in storytime
- be used as SLP prizes
- be featured in passive programs
- be displayed in any STEM/STEAM/informational programs
Outreach

Include Informational Books in:

- booklists you create for schools and the library
- booktalks that you give to children/teens
- collections that you prepare and send out to schools & care centers

Booklists courtesy of Laura Scott
Farmington Library MI
Advocate

Spotlight through:

• social media
• podcast brief reviews
• highlight lesser used subjects
• bulletin board book cover focus

Photo courtesy of Beth Lehman
Alamance Libraries, NC
What Did I Forget? Tell Me!!

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2017 Sibert Committee
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2017 Sibert Awards
         Giant Squid by Candace Fleming, 2016.
         We Will Not Be Silent: the White Rose student resistance movement that defied Adolf Hitler by Russell Freedman, 2016.

Books Cited:
Prairie Dog Song by Susan Roth, 2016.
Prairie DOgs by Patricia J. Murphy, 2004
The Tooth Book by Edward Miller, 2008
Why Do I Brush My Teeth? by Angela Roystan, 2009
Rocks and Minerals by Basher, 2009
Geology The Study of Rocks by Susan Gray, 2012
Multiplication and Division by Rebecca Wingard-Nelson, 2011
Mystery Math, by David Adler, 2011

Metis Cataloging System
https://sites.google.com/site/metisinnovations/

Photos and Info:
Photos courtesy Pixabay unless otherwise noted.
Thank you to the Great Brains of PUBYAC for Info Book tips, Lisa Mulvenna of Libraryland blog for her photo of face out shelving, and to La Crosse (WI) Public Library, Darlington (WI) Public Library, Bloomington (WI) Public Library, Alamance (NC) County Libraries, Farmington (MI) Public Library, Wilsonville (OR) Public Library, Bedford (MA) Free Library for additional images.