"The facts, Ma'am. Just the facts."
But It’s Not!

Creating and Marketing a Dynamite Youth Informational Book Collection

WEMTA 2018 Conference
Marge Loch-Wouters
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
         Wisconsin    917.75  vs.  977.5  vs.  977 W!
         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
Combine!

Johnson Public Library,
Darlington WI
Highlight
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!!

Marge Loch-Wouters
2017 Sibert Committee
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2017 Sibert Awards

Winner: March Book 3 by John Lewis

Honors: Sachicko: a Nagasaki bomb survivor’s story by Carol Stelson
Uprooted: the Japanese American experience during World War II by Albert Marrin
Giant Squid by Candace Fleming
We Will Not Be Silent: the White Rose student resistance movement that defied Adolf Hitler by Russell Freedman

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.