

# Spanish Language Collection Development



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# Things to Consider:



- Every Spanish speaking community is very unique, their needs and preferences vary from library to library, and even within the same community.
- There is not a perfect provider where you can find all the different formats and types of materials for your community.
- Remember: people in your community are going to question your decision to buy Spanish materials.
- The more you buy the more the collection will circulate and the more patrons you will attract.
- Public Libraries are very unique to the United States. To attract Spanish speakers, we have to go to where they are and bring them in. Lots of outreach.

# How do I Know What to Buy?



- Talk to community members – outreach again
- Keep circulation statistics of Spanish materials electronically, using the catalog, or when **reshelving**
- Have a suggestion box near the Spanish collection
- Look for information and reviews on sites like America Reads Spanish (<http://www.americareadsspanish.org/>)
- Search “los más leídos” or “los más vendidos” online
- Literary awards (<http://www.lecturalia.com/portada/premios-literarios>)

# What Fiction books to buy?

1



- **Classic Literature**

- Don Quijote de la Mancha by Miguel de Cervantes
- El Cantar de Mio Cid
- Works of Gustavo Adolfo Becquer
- Books by Sor Juana Inés de la Cruz

# What Fiction books to buy?

2



- **Fiction- Contemporary Classics**

- Gabriel García Márquez
- Isabel Allende
- Mario Vargas Llosa
- Jorge Luis Borges
- Octavio Paz
- Pablo Neruda
- Julio Cortázar
- Carlos Fuentes
- Benito Pérez Galdós
- Federico García Lorca

- Mario Benedetti
- Ernesto Sábato
- Reinaldo Arenas
- Gabriela Mistral
- Horacio Quiroga
- César Vallejo
- Rubén Darío
- José Martí
- Juan Rulfo
- Manuel Puig

# What Fiction books to buy?

3



## • Other Relevant Fiction Authors

- Leonardo Padura
- Enrique Vila-Matas
- Carlos Ruíz Zafón
- Francisco Martín
- Javier Moro
- Gioconda Belli
- Ildefonso Falcones
- William Ospina
- Roberto Bolaño
- Andrés Neuman
- J.J. Benítez
- Javier Cercas
- Arturo Pérez-Reverte
- Laura Esquivel
- Rosa Montero
- Almudena Grandes
- Elena Poniatowska
- Alejandro Zambra
- César Aira
- Juan Gabriel Vásquez
- Jordi Sierra i Fabra
- Fernando del Paso
- Marcela Serrano
- Paco Ignacio Taibo II
- Julia Navarro
- Ángeles Mastretta
- Gustavo Bolívar
- Claudia Piñeiro
- Zoé Valdés
- Laura Restrepo
- Sergio Ramírez
- Jaime Bayly
- Alicia Giménez Bartlett
- María Dueñas
- Sofía Segovia
- Javier Marías
- Santiago Gamboa
- Juan Villoro
- Juan José Saer
- Edmundo Paz Soldán
- Santiago Roncagliolo

# What Fiction books to buy?

4



## • Translated Fiction

- John Grisham
- Stephenie Meyer
- Camilla Läckberg
- Agatha Christie
- Danielle Steel
- Stephen King
- James Patterson
- Junot Díaz
- John Katzenbach
- Ken Follet
- Fiodor Dostoievski
- José Saramago
- Humberto Eco
- Paulo Coelho
- Michael Crichton
- David Baldacci
- E.L James

# What Non-Fiction Topics to Buy?



- Self-help
- Parenting
- Sex
- Finance
- Health
- Philosophy
- Religion
- Psychology
- History

- Natural medicine (herbs, homeopathic remedies)
- Baby names, heraldry
- Astrology
- Cooking
- Floral arrangements and crafts
- Beauty
- Dictionaries: everything by Real Academia Española, Everest, Océano



# Relevant Non-Fiction Authors

- 
- Jorge Ramos
  - Alejandro Jodorowsky
  - Eduardo Galeano
  - Don Miguel Ruíz
  - Walter Riso
  - César Lozano
  - Rhonda Byrne
  - Robert Kiyosaki
  - Deepak Chopra
  - Brian Weiss
  - Og Mandino

# Where to Buy?



- Amazon (Mexico, Spain)
- Casa del Libro - Spain  
(<http://www.casadellibro.com/>)
- El Sótano – Mexico  
(<https://www.elsotano.com/>)
- FNAC –Spain  
(<http://www.fnac.es/>)
- Norma Comics  
(<http://www.normacomics.com/>)
- Guadalajara International Book Fair
- Spanish Publishers  
([www.spanishpublishers.net](http://www.spanishpublishers.net))
- Lectorum  
([www.lectorum.com](http://www.lectorum.com))
- Latin American Book Source  
(<http://www.latambooks.com/>)
- Multicultural Books and Videos  
(<http://www.multiculturalbooksandvideos.com>)
- Independent Publishers Group  
([www.ipg.com](http://www.ipg.com))
- Somohano USA  
([www.somohanousa.com](http://www.somohanousa.com))
- LéaLA Book Fair

# Which Are the Best Publishers?



## Some of them are:

- Fondo de Cultura Económica
- Alfaguara
- Anaya
- Planeta
- Blume
- Editorial Diana
- EDAF
- Ediciones B
- Espasa Calpe
- Seix Barral
- Santillana
- Tusquets
- Ediciones Tutor
- Harper Collins Español
- Harper Collins Ibérica
- Alianza Editorial
- Trilce Ediciones
- Porrúa
- Gedisa
- Everest
- Norma
- Lectorum
- Océano
- Paidós
- Plaza y Janés
- RBA
- Siglo XXI
- Colofón
- Pax México
- Penguin Random House Grupo Editorial
- Porrúa
- Debolsillo
- Edelvives
- Grijalbo
- Lumen
- Roca

# Graphic Novels/Comics in Spanish



## Important artists/authors and titles:

- “Germán Oesterheld -- “El Eternauta”
- Paco Roca
- Carlos Giménez
- Maitena
- Quino – “Mafalda”
- Alejandro Jodorowsky
- Robin Wood
- Gabriel Vargas- “Familia Burrón”
- Translated works also do well.

# Spanish Materials in Electronic Format



Some numbers to remember: 13% of Latinos are smartphone-dependent, compared with 4% of whites. (Pew Research Center)

- **Downloadable Books**
  - Overdrive
  - OneClick Digital
  
- **Audio Books**
  - Recorded Books exclusives
  - Hoopla
  
- **Electronic Magazines**
  - Zinio
  
- **Databases**
  - Inglés en 100 días
  - Health - most popular

# Booktubers in Spanish



Most of the Book Tubers review YA books but some include adult titles as well.

- Javier Ruescas- Spain  
[https://www.youtube.com/playlist?list=PL4bAERE\\_B5Yb59-UgIF5WKAmoKXoNgEjA](https://www.youtube.com/playlist?list=PL4bAERE_B5Yb59-UgIF5WKAmoKXoNgEjA)
- Juliana Zapata-Colombia  
<https://www.youtube.com/channel/UC3FD4Dqe-h2dOjQ9Hq1g4Bg>
- Las palabras de Fa –México  
<https://www.youtube.com/user/laspalabrasdefa>
- AbriendoLibros-Alberto Villarreal- México  
<https://www.youtube.com/user/AbriendoLibros>
- Atrapada entre Letras-Julieta-Argentina  
[https://www.youtube.com/channel/UCButNDRSj4Zi3m6pwmLu\\_Mg](https://www.youtube.com/channel/UCButNDRSj4Zi3m6pwmLu_Mg)
- Lewis Rimá-México  
[https://www.youtube.com/channel/UCy\\_vYX2WMuoKRnoESReKyUg](https://www.youtube.com/channel/UCy_vYX2WMuoKRnoESReKyUg)
- Never be Hopeless-Spain  
<https://www.youtube.com/user/neverbehopeless>
- Ensayos de Abril-Abril Karera-no tan YA  
<https://www.youtube.com/user/KarEriTa>

# Promotion of your Spanish Collection



- You are the main selling point!!
- Displays of Spanish materials
- Get in touch with local organizations working with the immigrant community
- Bilingual staff or bilingual volunteers
- Children and adult collections side-by-side
- Spread the word in churches, stores, restaurants nearby.
- Marketing funds for adds in newspapers, radio and buses.
- Spanish page/mini website with what's hot titles, book lists, etc.
- Programs at your library along with book displays.

# Promotion of your Spanish Collection in Social Media 1



- **Blog in Spanish**
- **Austin Public Library Spanish Facebook/Twitter**
  - Fiction book of the week
  - Non fiction book of the week
  - Music
  - Movie Night
  - Trivia (Emojis)
  - Sayings
  - Non common words in Spanish.
  - Blog
  - Grammar
  - Quotes by writers
- **Austin Public Library Pinterest**
  - Blog, infographics, images or pictures related to books and reading, our own book lists, our own images with quotes.



## Promotion of your Spanish Collection in Social Media 2



- Good tool for small talk with patrons.
- Social media keeps the library in the back of their minds
- Paid advertising: “Biblioteca Virtual” example.
- Great tool to hear what patrons have to say about titles or topics in their comments.

# Challenges of Spanish Collection Development



- Immigration status of your customers (fear, insecurity, distrust)
- Community that doesn't know how the library works.
- Statistics vs. in house use. Patrons put books back on shelves, they don't want to bother the librarian or create more work for them.
- We rely on observation: books worn out, areas of the collection that need constant reshelving or that need to be organized over and over again but no check outs.
- Not having staff who speak the language
- Paper vs. Electronic materials: not enough money for both

# Where to go for help?



- Contact your local Reforma chapter <http://www.reforma.org/>
- Ask for help on the Reforma Think Tank on Facebook <https://www.facebook.com/groups/Reformathinktank/>
- World Languages Librarians Facebook Group <https://www.facebook.com/groups/WorldLanguagesLibrarians/>
- Contact other colleagues in libraries with similar or bigger collections than yours.



*Any Questions????*



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