

Author Guidelines

Looking to do a book signing at the library? Please contact Rachel via email or at (304)255-0511 ext. 116. You'll be asked for the following information:

- Author name
- Book title
- Publication Date
- A picture as a .jpg of the book cover (and of the author if you would like)
- A description of the book (can be the back cover blurb)
- At least three (preferably more) dates when you could come to the library with hours you prefer
- Any other promotional material you might like to share
- Your social media links (Facebook, webpage, Twitter, etc.)

Below, we have included some guidelines to ensure the success of your event, so when selecting your available dates, please take the following into account:

1. **Date:** The library creates a number of marketing materials for our events, including posters, bookmarks, and a quarterly newsletter. If you would like your signing included in all of these materials, you must schedule it by the following dates:

Desired Signing Date is in:

December, January, or February

March, April, or May

June, July, or August

September, October, November

Contact Rachel by:

First week of November

First week of February

First week of May

First week of August

Missed the deadline? We suggest scheduling your event for a later month so we have time to promote it properly, but if you're set on doing it on a particular date, the library still sends a notice to the community bulletin board in the *Register-Herald* and creates individual event posters at least one week before the event. We also let our social media followers know about all events throughout the week.

2. **Time:** Authors in the past have had the best attendance for their events during lunch hours (11am—1pm). However, you are not limited to these times. Please include your preferred times when you contact us to schedule. All events must end at least 30 minutes before the library closes (ie, by 7:30pm Mon—Thr, or by 4:30pm Fri & Sat).

3. **Location:** We have two conference rooms downstairs and space upstairs where we hold events. Holding an author event upstairs is a good choice if you:

- want to attract patrons who might have missed our publicity efforts or who may have forgotten
- are a debut authors who may not have a large following yet
- are scheduling at the last minute as our conference rooms fill up quickly

Our conference rooms downstairs are also available for booking, and are a good choice if you:

- know a number of your friends and relatives are definitely coming
- are well-known in the area
- are scheduling your event well in advance (taking advantage of the library's marketing efforts)

Branches: The Raleigh County Public Library is made up of three branches. You may wish to contact multiple branches if you wish to reach a broader audience in Raleigh County. The same guidelines apply for all branches, except for Locations (single conference room at Shady, no conference room at Sophia).

- Main: Rachel (email) (304)255-0511 ext 116
- Shady: Wendy (email) (304)763-2681
- Sophia: Amanda (email) (304)683-5990

4. **Special Event for 2014:** The main branch at the Raleigh County Public Library is doing a *Genre Safari*, during which we highlight a different genre each month. We encourage you to schedule your signing during the month that fits your book if at all possible in order to take advantage of the whole month's marketing efforts, which include a guide to the genre with reading suggestions (which could include *your* book!), bookmarks, other related programs and crafts, newspaper articles, and social media postings. The schedule for the year is below:

- January Memoir
- February Romance
- March Western
- April Poetry
- May Inspirational
- June Historical
- July Science Fiction
- August Fantasy
- September Classics
- October Horror/Thriller
- November Mystery
- December True Crime