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**Illinois Library  
Association**

## Press Release

**The Downers Grove Public Library is the 2015 recipient of the Illinois Library Association Readers' Advisory Service Award. The award, presented by the Adult Reading Round Table and the ILA Reference Services Forum, recognizes excellence in the planning, development, and delivery of readers' advisory service to adults and teens. The award is sponsored by the Adult Reading Round Table.**

The Downers Grove Public Library administration and staff have long been on the vanguard of promoting the importance of readers' advisory both in their community and across the country. In February 2014, the library adapted its RA services for a new medium with Book Genie, an interactive web-based advisory form that resembles an online quiz. As readers click through a series of book covers on the library's website, Book Genie generates instant suggestions based on the reader's expressed preferences. These suggestions link directly to the catalog, delivering a form of immediate wish fulfillment. All the suggestions come from a content database of titles and appeal factors that have been curated by DGPL librarians.

Featuring a fun logo of a librarian emerging from a magic lamp, a cutout of Book Genie has made "personal appearances" at local schools and farmers markets, and also has been featured prominently at the library. A print form was created for patrons who prefer pen and paper, and hundreds of users (including one as far flung as the United Kingdom) have taken advantage of the service. DGPL staff continually monitors suggestions to tweak the service, and use tools such as Google Analytics to help meet patron interests. A spinoff, Movie Genie, was created during the film awards season, and future spinoffs are in the works.

The Readers' Advisory Award will be presented at the Awards Gala held on Friday evening, October 23<sup>rd</sup>, during the 2015 Illinois Library Conference in Peoria.

For further information, contact the Illinois Library Association.

**For Immediate Release**