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Press Release

Mike Hominick and Tracy Gossage of the Northbrook Public Library are the recipients 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.

Mike Hominick and Tracy Gossage have taken the Northbrook Public Library's readers' advisory services to the virtual streets with their Twitter campaign. Tweeting book reviews and recommendations with their Watch This, Read That campaign, Mike and Tracy are attracting new users to the library by connecting their recommendations to pop culture, new movies and the latest television shows.

Their Watch This, Read That campaign helps connect Northbrook Public Library patrons to books they may like based on their favorite TV shows and movies. Mike and Tracy collaborate to create posts that feature nostalgic TV shows, Oscar-nominated films, and other trending movies and television shows. Each post provides an intriguing list of reading recommendations, an engaging summary of each title listed, as well as a link to each book in the library's catalog so patrons can easily access the books they discover. To a patron who may prefer TV or film to books, the Watch This, Read That campaign exposes them to new library offerings they may not have previously considered.

Mike and Tracy have enriched the library's social media presence, helping the Northbrook Public Library reach a larger audience within its community. Their Watch This, Read That posts are consistently the library's most successful posts on its Tumblr, Facebook and Twitter pages.

The Readers' Advisory Award will be presented at the Awards Luncheon held on Tuesday, October 18th, during the 2016 Illinois Library Association Annual Conference in Rosemont.

For further information, contact the Illinois Library Association.

For Immediate Release