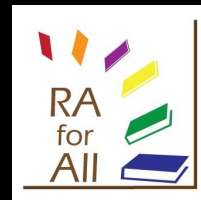


HORROR READERS ADVISORY: HOW TO HELP YOUR SCARIEST PATRONS

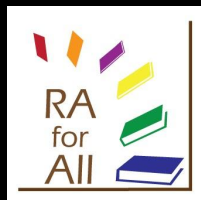
Presented by Becky Spratford



ENTER IF YOU DARE...

“Horror is not a genre like mystery or science fiction or the western. It is not a kind of fiction meant to be confined to the ghetto of a special shelf in libraries and book stores. Horror is an emotion.”

Douglas E. Winters in his
introduction to *Prime Evil* (1988)



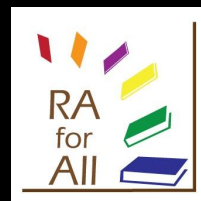
POLL TIME.....

For me Horror is....

1. A favorite genre
2. It's okay
3. I don't like reading it myself but I know how to help those who do enjoy it

OR

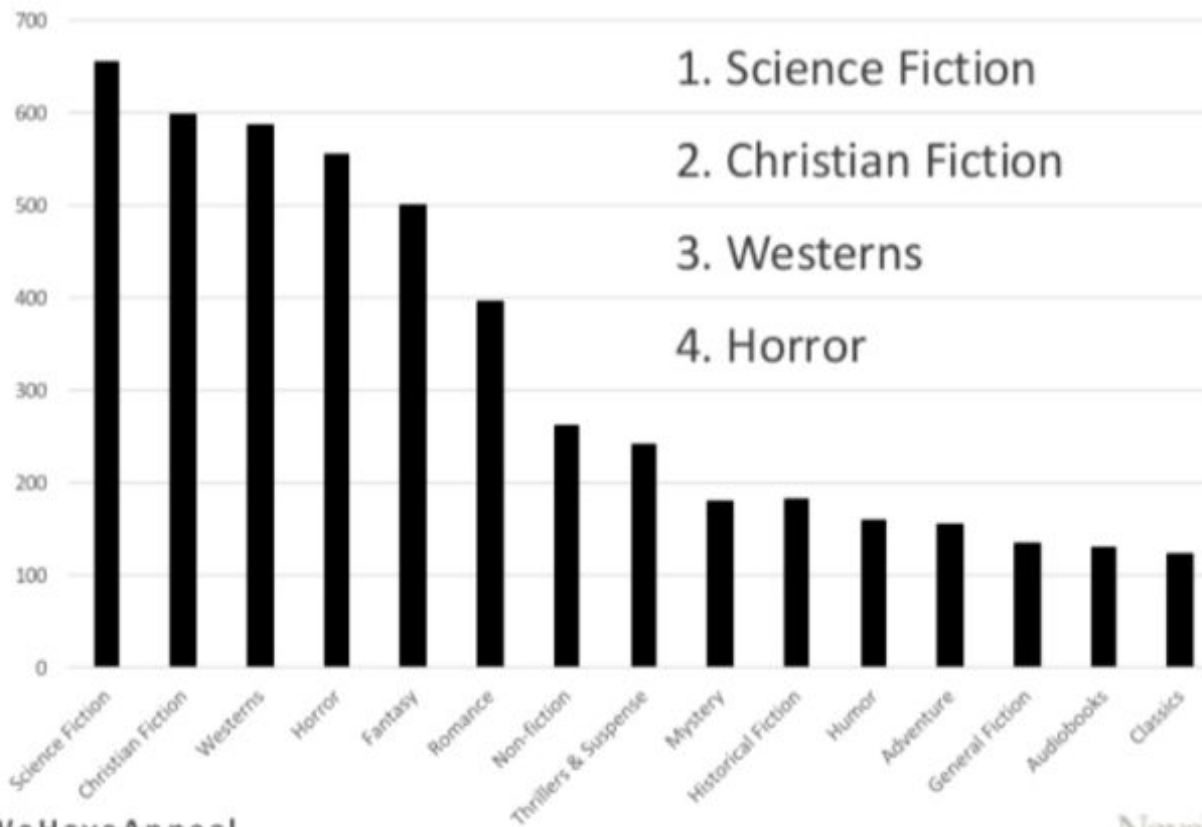
4. I am barely holding it together simply participating in this webinar; I may run away in fear at any moment



THE SCARY TRUTH

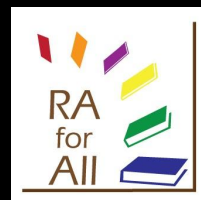


Which genre(s) do you fear the most?



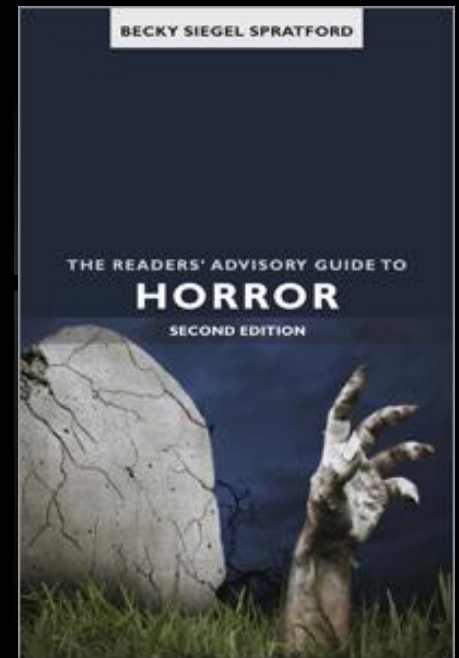
#WeHaveAppeal

NovelList



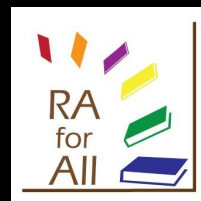
TODAY'S FRIGHT FEST

- Now you can pick a new genre to be scared of:
 - State of Horror Today [including current trends]
 - Appeal of Horror
 - Need to Know Authors
 - Horror Resources
 - Becky's Tips and Tricks Scattered Throughout



EVOLUTION OF HORROR IN PRINT

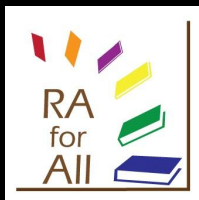
- Slow to gain legitimacy but now a bestselling phenomenon
- We will be focusing on Modern Horror as it is enjoyed by readers today
- For a full history of horror, see my book-- *The Readers' Advisory Guide to Horror, 2nd edition* (ALA, 2012)



WHAT IS HORROR?

“Horror is a story in which the author manipulates the reader's emotions by introducing situations in which unexplainable phenomena and unearthly creatures threaten the protagonists and provoke terror in the reader.”

-Becky Spratford

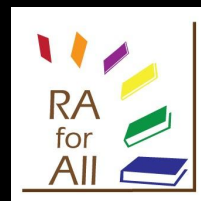
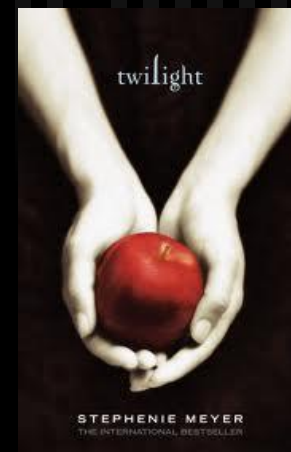
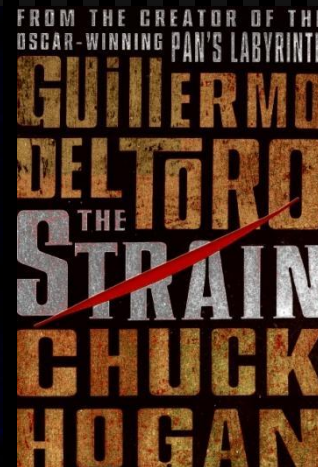
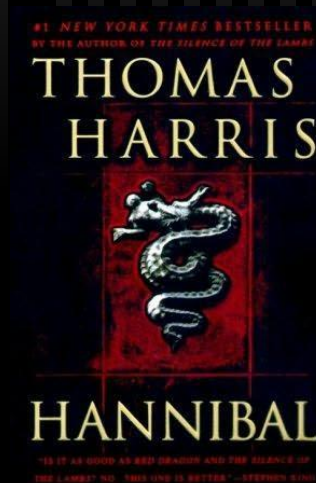
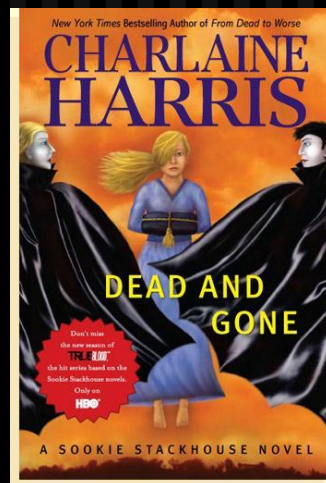


DEFINITION EXPLAINED

- Bare minimum
 - Must create a sense of dread in the reader.
 - Must be speculative
 - some will not be happy if science fiction is involved though
 - The speculative, scary thing must be the thing causing the dread, fear, and chills

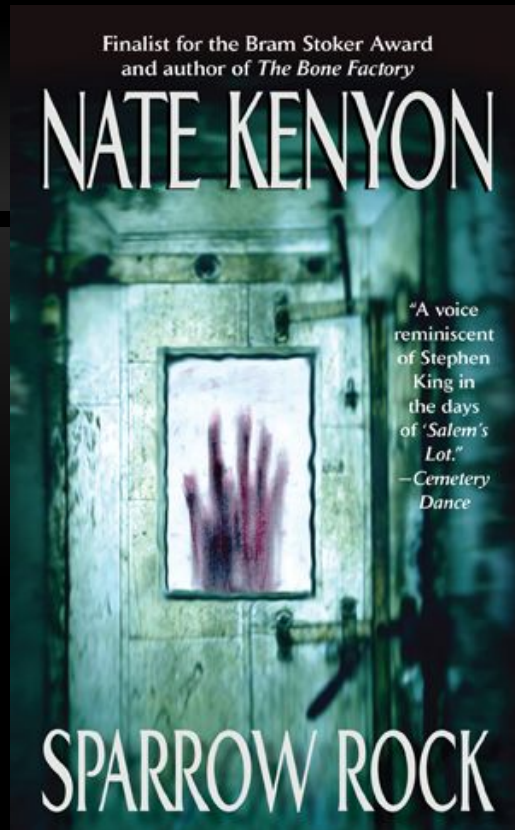
WHAT IS NOT HORROR

- Paranormal
- Serial Killers
- Supernatural Thrillers
- Traditional Monsters Revolt

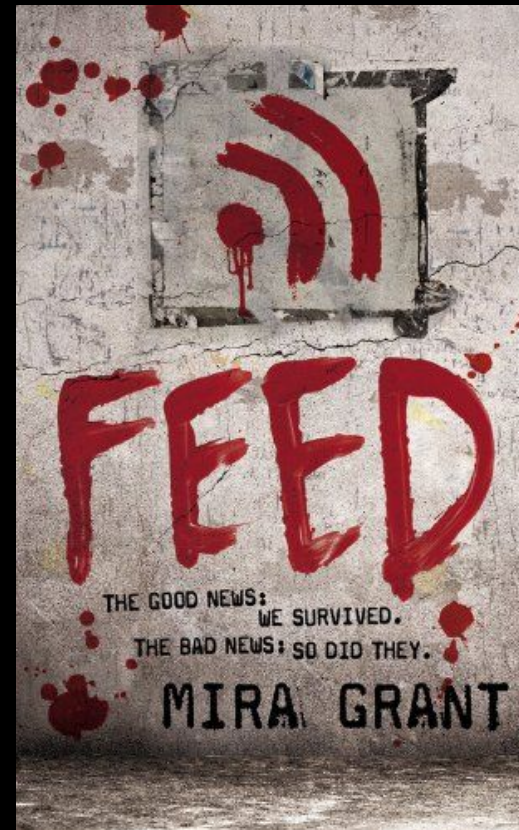


ZOMBIES = HORROR? NOT ALWAYS...

Horror



Not Horror



THE LURE OF THE DARK SIDE

- Best defined by Stephen King in *Danse Macabre* (1981)
- Don't be scared. Horror readers are not monsters, they just like to read about them.
- Do not underestimate how much people LOVE being scared.
- Horror is an emotion.

APPEAL FACTORS

- Tone and Mood: provokes terror, gives voice to our fears, uneasy atmosphere
- Characters we care about
- Pacing: steady build to frantic conclusion
- Style and Language
 - Lots of adjectives but still frank and colloquial
 - Can be quirky to build unease
 - Flashbacks common

APPEAL CONTINUED

- **Storyline: Common themes and issues**
 - Speculative
 - Coming-of-Age
 - Safe exploration of the dark side of humanity
 - Place where readers can face own fears
 - Provides escape from life's real horrors
 - Validates a belief on the supernatural
- **Frame and Setting: Vary**

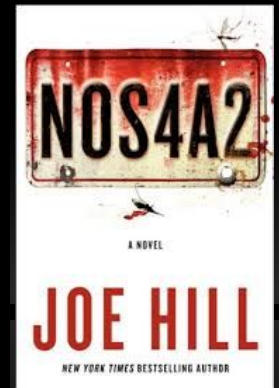
POSSIBLE HORROR LIMITERS

- Populated by supernatural monsters or elements
- Graphic Violence, strong language, and explicit sex are possible
- Especially with more recent titles- no character is safe
- Open but generally resolved ending

THE NEW HEADS OF HORROR

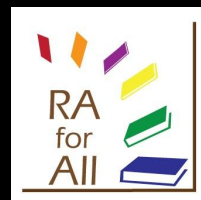
- Joe Hill

- Novels, graphic novels, short stories
- Start with: NOS4A2



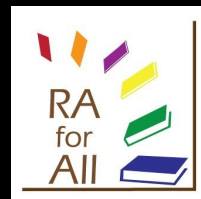
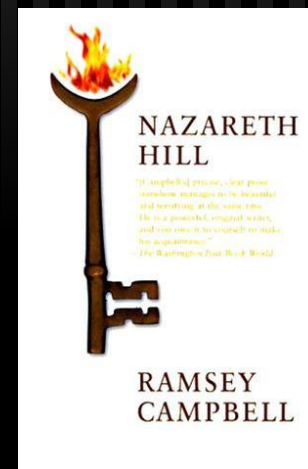
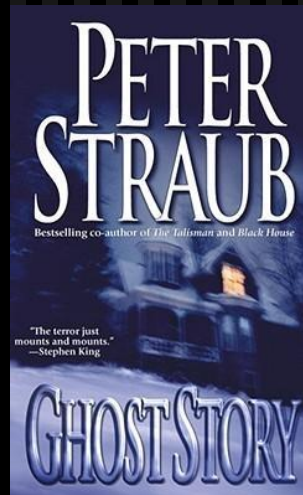
- Jonathan Maberry

- Novels, speculative thrillers series, zombie YA series, comics, movie-tie ins, and nonfiction
- Start with: Rot and Ruin



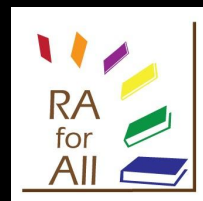
OLD GUARD

- Stephen King ([The Shining](#))
- Peter Straub ([Ghost Story](#))
- Ramsey Campbell ([Nazareth Hill](#))



MUST KNOW NAMES FOR PUBLIC LIBRARY COLLECTIONS [2017]

- Brian Keene
- Christopher Golden
- Paul Tremblay
- Ania Ahlborn
- Mary SanGiovanni
- Stephen Graham Jones
- Adam Nevill
- Kaaron Warren
- John Langan
- Victor LaValle
- Josh Malerman
- Jonathan Janz
- Isaac Marion
- Thomas Olde Heuvelt
- Sarah Pinborough
- Ellen Datlow [editor]
- Nick Cutter
- Grady Hendrix

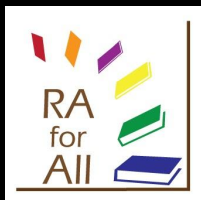


FIVE TITLES TO READ RIGHT NOW

These recent novels best showcase why Horror is a good option for a wide range of readers.

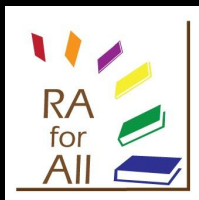
Most links go to my review:

1. [Bird Box](#) by Josh Malerman
2. [Children of the Dark](#) by Jonathan Janz
3. [Head Full of Ghosts](#) by Paul Tremblay
4. [Behind Her Eyes](#) by Sarah Pinborough
5. [Hex](#) by Thomas Olde Heuvelt



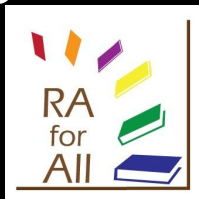
HORROR RESOURCES

- I have you covered:
 - [RA for All Horror](#) which includes news, original reviews, lists, resources, author interviews etc...
 - My regular reviews in [Booklist](#)
 - [Library Journal 2x a year column](#)
- [The Horror Writers Association](#)
- [This Is Horror](#)- reviews, podcast, weekly rundown
- Author websites and newsletters



FINAL FEARS

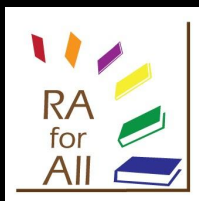
- Current trends:
 - Horror is creeping into every genre
 - Even book clubs aren't immune
 - Don't forget TV and Movies
 - Lovecraft [and not just horror titles]
 - Series and linked worlds
 - Indie publishers thriving
 - But BEWARE!- authors move around
 - Short Stories, Novellas, and Audio
 - Podcasts- both original content AND about the genre
 - No one is safe



WHY WE NEED HORROR

“Readers love fantasy, but we *need* horror. Smart horror. Truthful horror. Horror that helps us make sense of a cruelly senseless world.”

--Author Brian K. Vaughan in the introduction to *Locke and Key* Volume 3 (2010) by Joe Hill and Gabriel Rodriguez



I CAN HOLD YOUR HAND



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