Donde está the good stuff?
Selecting Quality Spanish Materials

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Hispanics in the U.S

• According to 2010 U.S. Census, the Hispanic population grew by 43%, rising from 35.3 million in 2000 to 50.5 million in 2010

• Hispanics are the largest minority in the U.S

Spanish Language Materials

Spanish materials collection at libraries should meet:

• Educational,
• Recreational, and
• Cultural relevant needs of the communities served.

Bilingual materials should be also available at the library.
Spanish Language Materials

- Spanish collection should exemplify authors from the different countries represented in the community population.
- Spanish collection must include print and non-print materials and for all reading levels.

Know your Community

- Are patrons new to your neighborhood / city?
- Is your community a permanent or a moving community.
- When was the last time that you surveyed your Community (NOT your library users)
- Demographics plays a fundamental when creating the library’s collection.

Texas in Books

In 2013 there were an estimated population of 26,448,193 people in the State of Texas.

According to the U.S Census Bureau in 2012:
- 38.2% of the Texas population is Hispanic
- There are 10,103,209 Hispanics in Texas.
“The limits of my language are the limits of my universe.”
   • Ludwig Wittgenstein

   • Hispanic population continues to grow at a disproportionate rate.

   • Today, nearly all areas have some sort of Hispanic population.

Why Spanish is important in TX?
   • Better communication with employees and co-workers.
   • Job opportunity: It is a plus to have Spanish in your resume.
   • Bilingual professionals are more marketable.
   • Libraries can reinforce Spanish learning in each community with Spanish materials available.

Why Spanish is important
   • Knowing Spanish will completely transform your travel experience
   • Learning Spanish will allow you to better appreciate Hispanic cultural contributions.
   • For language’s sake: Expand your vocabulary in English
   • Learning Spanish is fun! –Almodovar Movies, Jenni Rivera Music…
Spanish language diversity in your Community

• Can be formal or informal
• Standard Spanish or diverse, it depends on cultural diversity in the area
• Keep in mind that knowing how to communicate in English does not mean they can read or write in English.
• There are 20 countries that speak Spanish in Latin America and 1 in Europe.
• All of the 21 countries speak the language in a different way.

Spanish language diversity in your Community
To better serve the community, create a profile including the following information:
• Age,
• Gender,
• Education level,
• Language skills, and
• Nationality.
Ask local community groups to assist you with the profile (surveys)

Usage of your Spanish Collection
• Do you know who visits your library?
• Why some patrons will not visit your library?
• Can you identify and prioritize the needs of your community.
• understand the “needs” of your patrons and do not confuse them with their “wants”
• When was the last time that you created, revised, or weeded your Spanish collection and review its policies?
Do you know that:

• Some countries do not have a Public Library.

• Some refugees are afraid to visit Public Libraries due to their connection to the government.

• Making Spanish collections accessible and visible to patrons and not segregating your collection will make your library more friendly.

Remember…

• Every Latino community is unique

• People will question the decision of providing Spanish materials: Show them why is important.

• Attract new patrons by getting new releases, provide new material year around.

• Spanish collection cost money, look at it as an investment in your community and its people, specially the younger generations.

How do I know what to buy?

• Look for information and reviews on websites such as: Reforma.org, Americareadspanish.com, Reformanet (Reforma members) and Social Media.

• Visit International Book Fairs

• Talk to community members.

• Search online, type searches such as: “most read book in …..(country)” or “more sold books in …..(country)”.
Buying Spanish Materials?

- The best person to buy and select Spanish material is you, own it!
- When using distributors, ask their representative how well they know your Community.
- Be strong, if the representative does not know your community, make them get familiar or look for another vendor.

Buying Spanish Materials?

- Try to develop a personal relationship with your distributors.
- Ask questions to your distributor, do not let them buy your Spanish collection for you.
- Discover and get familiar with book website from other countries, normally they post their most sold books.
- Stops being afraid and do not take a NOT for an answer, visit an International Book Fair.

Spanish Language Distributors in U.S

- Cinco Books
  Audiovisual and books
  Jenny Lizarraga
- Brodart
  Audiovisual and books
  Nerissa Moran
- Fonolibro
  Audio Books
  Arquimedes Rivera
- Latin American Book
  Audiovisual and books
  Edgardo Motezuma
- Lectorum
  Audiovisual and books
  Alex Correa
- Spanish Publishers
  Books
  Mariela Diaz
- NODA Audio Visual
  Audiovisual
  Octavio Noda
Tips to make a good selection

• Find out where are the Spanish book coming from, it will be best to buy from your community country of origin.
• Working with small distributors: seller and/or representative could be the same person, ask them lots of questions, and soon they will be able to recognize your Library and Community needs.
• Ask if the books are in a general standardized Spanish.

Children’s Books

• Cuentos clasicos adapted by Gabriela Mistral
• Just in Case by Yuyi Morales
• Reaching Out by Francisco Jimenez
• The Storyteller's Candle / La Vela de los Cuientos by Lucia Gonzalez
• Yum! MmmMmmm! Que Rico: Brote de las Americas by Pat Mora
• Clara y Asha by Eric Rohmann
• Cosechando Esperanza by Kathleen Kuhl
• Esperanza Renace by Pam Munoz Ryan

Hispanics and Latinos preferences for teens and adults

• Fotonovelas
• Small graphic magazines (mangas)
• Fashion and TV magazines
• Music: Salsa, Bachata, Merengue, Cumbia, Norteña, Duranguense, etc.
• Find latest music hits on Latin grammy or at billboard.com
Spanish Authors y sus obras

• Gabriel Garcia Marquez
  El amor en los tiempos del colera
• Jose Marti
  Ismaelillo
• Federico Garcia Lorca y Miguel de Cervantes
  Dos retablos y un retablillo
• Ernesto Sabato
  El Tunel
• Octavio Paz
  El laberinto de la soledad
• Julio Cortazar
  Rayuela
• Mario Vargas Llosa
  La ciudad y los perros
• Pablo Neruda
  20 Poemas de Amor y Una Canción Desesperada

Spanish Authors y sus obras

• Claudia Piñeiro
  Betibu
• Carlos Fuentes
  La Muerte de Artemio Cruz
• Angeles Mastretta
  Mal de Amores
• Marcela Serrano
  Diez Mujeres
• Roberto Bolaño
  The Unknown University (2013)
• Jorge Luis Borges
  Ficciones

Best sellers in Spanish 2013

• Secreto de la mente
  Millonaria by Eker
• Papa Francisco
  by Rubin
• El Viaje mas largo
  by Nicolas Sparks
• Los Milagros Existen
  by Brian weiss
• El Caballero de la Armadura Oxidada
  by Robert Fisher
• El Juego de Ripper
  by Isabel Allende
• Bajo la misma estrella
  by John Green
• Cincuenta Sombras
  de Grey by E.L James
• Inferno by Dan Brown
Popular Translated Authors

- John Grishman
  Theodore Boone, Joven Abogado
- Nicolas Sparks
  El cuaderno de Noa (The Notebook)
- Jose Saramago
  Todos los nombres
- Paulo Coelho
  El Manuscrito encontrado en Acre
- Nora Roberts
  La Casa de la Playa
- Humberto Eco
  El nombre de la rosa
- Veronica Roth
  Trilogia: Divergente, Insurgente y Leal
- Susan Collins
  Los Juegos del Hambre, En Llamas and Sinsajo (Hunger Games trilogy)
- James Dashner
  Correr o morir, Prueba de Fuego and Cura Mortal (Maze Runner trilogy)

Hot Non-Fiction Topics

- Self-help
- Religion
- Parenting
- Sexuality
- How to do books
- Astrology
- Cooking
- Crochet
- Scholarships
- Cosmetology
- Business
- Baby-names
- Health
- Crafts
- Psychology
- Philosophy
- Sports

Examples

- Religion
  1. Los Cinco Minutos con el Espíritu Santo by Victor Fernandez (best seller)
  2. El Jesuita by Pope Francisco
  3. Dialogo Interreligioso by Pope Francisco
- Personal growth
  1. Viagra para las marcas by Joan Mir
  2. Elige estar bien con mis 1001 tips by Diego Di Marco
International Book Fairs

Most important Book Fairs:
• FIL Feria Internacional del Libro
  Guadalajara, Mexico --- November
• FIL Feria Internacional del Libro
  Argentina --- April
• BEA Book Expo America
  New York, USA --- June
• LIBER
  Barcelona/Madrid, Spain --- October.
  Celebrated each year.

New releases + writers + Distributors +
connections + better discounts = Better libraries
and informed happier communities.

At the International Book Fair

• Check the quality of the editing, look at the
drawings, specially for children's books,
Spanish culture is more open than
American culture.
• Check the date on the materials, you want
the latest editions.
• Find out how many books have the
editorial printed.

References

• Top ten reasons for learning Spanish
  http://www.studyspanish.com/top10_reasons.htm
• U.S Census Bureau
  http://quickfacts.census.gov/qfd/states/48000.html
• People living in Texas for 2013 and 2014