

# Take a Talking Book

## Outreach Campaign for Senior Adults in Georgia

### Campaign Ideas

Ask a current TBC patron to be a “celebrity spokesperson.” Ask local radio stations or community television stations if they would like to schedule an interview with your celebrity spokesperson. (You may want to include doughnuts and coffee in the offer.)

Ask a current TBC patron to write a letter and send it to the editor of the local newspaper about how much they enjoy using talking books.

Provide a brief paragraph with information about the TBC and talking books to local churches and ask them to include it in their church bulletins.

Visit local pharmacies and see if they would be willing to distribute brochures about the service to senior customers along with their prescriptions.

Ask local Veterans or “lodge” groups how you can best get information to their members. Could you have their mailing list and mail them information? Could you supply enough copies of the brochure for the organization to include in an already scheduled mailing? Could a staff member or volunteer attend an upcoming meeting?

Start a “talking book club.” Invite seniors and their caregivers to come to the library or a senior center to listen to a talking book together and then discuss what they have read. If the club members agree, invite the media to attend one meeting.

Host a “Vote for your favorite talking book” election with your current patrons. Release the results to the media along with information on how to become a registered patron.

Sponsor a reading contest with local senior homes or nursing homes. Which facility can register the most eligible patrons? Which facility can read the most talking books? Throw a party for the winner and invite the media (if the facility’s policy permits).

Do you have other ideas? Share them with your colleagues on the TBC electronic discussion list at [TBC-L@LIST.GEORGIALIBRARIES.ORG](mailto:TBC-L@LIST.GEORGIALIBRARIES.ORG).