

Take a Talking Book

Outreach Campaign
for Senior Adults
in Georgia

Campaign Overview



GEORGIA PUBLIC LIBRARY SERVICE

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Through the Georgia Library for Accessible Services (GLASS), the Georgia Public Library Service will execute the National Library Service (NLS) “Take a Talking Book” campaign statewide.

The goal of the campaign is to increase awareness of talking books library services and to increase the number of registered patrons who use these services. The campaign primarily focuses on seniors. Based on the success of this campaign in other states, Georgia could potentially increase the percentage of eligible citizens served by 5 percent.

Georgia will implement the campaign from October 5, 2004 through January 7, 2005. This time frame was selected so that this campaign would not interfere with outreach for the Vacation Reading Program.

GLASS will take the lead on organizing the campaign at the state level and the GPLS communications department will provide materials and tools for the Talking Book Centers (TBCs) to implement the campaign locally.

GLASS has ordered campaign materials from NLS – television and radio public service announcements (PSAs), posters, flyers and brochures – for the entire state and is distributing them to the TBCs. Much like the Vacation Reading Program campaign, the GPLS communications department, in cooperation with GLASS staff, will create partnerships with statewide and regional media outlets, civic organizations and appropriate government agencies to get the word out about the campaign and talking book services at the state level. The GPLS communications department will also provide a “Take a Talking Book” Resource & Toolkit CD with tools and suggestions for TBCs to create similar partnerships at the local level.

All campaign materials will instruct people to use the statewide toll free phone number, 1-800-248-6701, for more information. TBCs will have the ability to include local information on posters, flyers and printed materials, but not the television and radio PSAs.

The staff at GLASS will process the phone calls received through the statewide toll free number. They will send the caller an application to receive services. The application will be return addressed to the caller’s local TBC, so that the caller will send the completed form back to his or her local TBC. This ensures that the caller will become a registered patron with the appropriate TBC.

Time Line

May 24, 2004	Announce campaign to TBCs
July 1, 2004	Order materials from NLS Shipped to GLASS
September 1, 2004	Distribute materials to TBCs TBCs should create a brief campaign plan. 1) Develop a list of community organizations, agencies and businesses that may be potential campaign partners or that have connections to seniors in the TBC's service area. Potential partners include senior homes, doctors' offices, pharmacies, civic organizations, churches, etc. 2) Create strategies for leveraging partnerships to get the campaign message to seniors and their caregivers. 3) Each strategy should be assigned a deadline and a person responsible for initiating and completing it. On receipt of materials, TBCs should begin contacting local media outlets about running the PSA. It is suggested to focus efforts on media outlets with senior audiences.
Tuesday, October 5, 2004	KICKOFF at Dublin TBC 11:00 AM Will use NLS photomural. TBCs may want to host a local open house event to coincide with the statewide kickoff event in Dublin. TBCs should follow-up with partners to answer questions, replenish materials if necessary and to encourage full participation.
October 13-15, 2004	COMO/GLA Linda Stetson will present a program about GLASS services. The photomural and other GLASS & NLS materials will be available at the Georgia Public Library Service booth.
October 27-29, 2004	Touch the Future conference in Augusta. Linda will have booth and use photomural
January 7, 2005	Wrap-up & Evaluation TBCs should complete the online survey to submit campaign outcomes and results to GPLS.

Budget & Resources Needed

All PSAs and print materials are available from NLS for free. The primary expenses for GPLS will be staff time, travel and postage. Postage costs will be held as low as possible by sending all eligible materials as “free matter for the blind” and by using GPLS’s bulk rate permit.

The costs for TBCs are similar. TBCs will receive free campaign materials. Expenses for TBCs will depend on the strategies each TBC chooses to implement the campaign. GPLS anticipates that, similarly, TBC expenses primarily will be staff time, travel and some postage.

Evaluation & Outcomes

GLASS and the TBCs will collect the following statistics throughout the campaign. These measures have been collected in previous years, so a comparison will be possible that will show how the campaign affected the measures. TBCs currently track these statistics, so there will be no additional tracking required.

Statistics to collect:

- Circulation – KLAS
- Readership - KLAS
- # of patrons added - KLAS
- # of outreach programs -manual
- # of phone calls to TBC - manual
- # of walk-in patrons at TBC - manual

GLASS will also track the number of applications sent, but TBCs will not be asked to track this number.

The overall statewide goal for the Take a Talking Book campaign is to increase the number of registered patrons by 5 percent of the estimated eligible population in Georgia. Statewide, this would equate to an additional 2,650 registered patrons of GLASS and the TBCs. TBCs are encouraged to refer to the demographic information included in the “Take a Talking Book” Resource & Toolkit CD to help determine an appropriate goal to measure the success of their local campaigns.

Questions

For questions about the “Take a Talking Book” campaign, please contact the Georgia Public Library Service communications department at 404-982-3531 or info@georgialibraries.org. For questions about the Georgia Library for Accessible Services (GLASS) or library services for the blind and physically disabled in Georgia, please contact GLASS at 1-800-248-6701 or glass@georgialibraries.org.