

Take a Talking Book

Coordinating Your Multimedia Outreach Campaign 2004



***National Library Service
for the Blind and
Physically Handicapped***

The Library of Congress

Introduction

The Take a Talking Book Multimedia Outreach Campaign for Senior Adults has proven to be an effective tool for communicating the benefits of books on cassette to eligible older readers.

The multimedia campaign was designed in 1986 by representatives of the NLS staff, network of cooperating libraries, and the NLS constituency. The campaign informs people who have become eligible for the talking-book program as a result of aging that they do not have to give up reading because of failing eyesight. People in residential care facilities and the professionals who work with them will learn how to access the talking-book materials.

Take a Talking Book campaigns began in 1988. Since then, many participating libraries have reported patron increases of 10 percent or more. From 1995 to 1999, NLS did not offer the campaign because the low inventory of unassigned machines reduced our ability to meet the demand of new patrons. With Congress's 1998 restoration of funds to the machine budget and continued excellent support of our repair volunteers and state personnel, NLS was able to reinstitute the Take a Talking Book campaign in the year 2000.

While NLS maintains an annual national public awareness campaign utilizing the print media, it has determined that the best method of using broadcast campaigns is to involve libraries at the local level. Public service materials distributed at the national levels are often lost or discarded because of heavy commercial competition. Broadcast media, however, often need and use local public service materials.

The Take a Talking Book campaign is a six-month venture conducted by local libraries in cooperation with NLS. Each library contacts and works closely with its local media, social service agencies, medical professionals, and other organizations to distribute materials developed and customized by NLS. These materials include newspaper, radio, and television public service announcements, news releases, brochures, and posters. At your request, NLS will send a representative to speak on behalf of the Library of Congress talking-book program. The campaign also features a photomural that can be used as a backdrop for your event.

This manual is provided to help your library get the most benefit from the Take a Talking Book campaign. Within its pages you will find tips on getting media and community cooperation, suggestions for using the materials, order forms, a campaign schedule for you to follow, and names and phone numbers of Publications and Media Section representatives who can answer your questions.

Libraries considering participation in the Take a Talking Book campaign should evaluate their resources, giving primary attention to the amount of available staff time. Successful implementation requires a full staff. Libraries lacking staff resources to conduct this program should consider using the "Rita Moreno Series" Public Service Announcements, which requires less intensive media interaction and less staff time.

1988-2004 Take a Talking Book Participating Libraries

FY 1988 (Test Markets)

Hartford, Connecticut
Jacksonville, Florida
Peoria, Illinois
Topeka, Kansas
Eugene, Oregon

FY 1992

Hawaii
Kentucky
Louisiana
Mississippi
Nevada
Philadelphia, Pennsylvania
Pittsburgh, Pennsylvania
Puerto Rico
Tennessee

FY 1993

Cleveland, Ohio
Rhode Island
South Carolina
Texas

FY 1994

Los Angeles, California
Missouri
Lansing, Michigan
Wayne County, Michigan
New York
Oklahoma
Wisconsin
West Virginia

FY 2001

Arizona
Connecticut
Delaware
Indiana
Maryland
New Jersey

FY 2002

Alaska
Covington, Kentucky
Massachusetts
Missouri
Nebraska
New Jersey
North Dakota
North Carolina
Oregon
Romney, West Virginia

FY 2003

Colorado
District of Columbia
Florida
Hawaii
Idaho
Iowa
Kansas
Maryland
North Carolina
Columbus, Ohio
South Carolina
Virginia

FY 2004

San Francisco, California
Carson City, Nevada
Wayne County, Michigan
Wisconsin

Table of Contents

Introduction	i
<i>1988-2004 Take a Talking Book participating libraries</i>	
Getting Ready	1
<i>Publicity lists, Ordering materials, Planning checklist, Charting your progress, Key messages</i>	
Clearing the Broadcast Hurdle	3
<i>Television public service announcements, Radio public service announcements, Delivering your materials</i>	
Publishing Your Materials	4
<i>Developing a press kit, Creating a media list, Print public service announcements, News releases, Photograph, Targeting the media</i>	
Meeting the Neighbors	6
<i>Kickoff event, Kickoff event representative, Involving community organizations, Meet-and-greet products, Brochures, Posters, Photomural</i>	
Final Report	8
Conclusion	9
NLS Publications and Media Section Contacts	10
Take a Talking Book Planning Checklist	10
Order Forms	

Getting Ready

Planning for the Take a Talking Book Multimedia Outreach Campaign for Senior Adults is essential to its success. Take time to review this manual, the contents of the enclosed press kit, the product order forms, and the lists of your local media agents. Familiarity with the materials will help you better understand these guidelines and increase your confidence in executing this public awareness program.

The next thing you want to do is to assess your goals. The Take a Talking Book campaign's inherent goal is to enlarge the senior readership in your area. You should decide how many more patrons your library can handle, where your audience is likely to be reached, who your target distributors are, and which materials will best support those goals. For example, in your area, senior adults may frequent a particular shopping area. You would want to stage a Take a Talking Book exhibit and distribute brochures and other information in that area. Or they may subscribe to a particular newspaper. You would want to get the print public service announcements into that newspaper.

Publicity lists

You may wish to compile a list of target distributors—agencies and individuals who can help you reach your audience. These include the media, community agencies, and organizations. Some libraries have had great success with the media, while others have had better results sponsoring community events or working with community and professional organizations. Whichever of these you choose, each requires a different strategy and careful planning.

Organizing your publicity list in sections by the target distributors will help you

implement your strategy efficiently. Sections of your list may include:

- Television stations
- Radio stations
- Cable companies
- Newspapers
- Magazines
- Community organizations
- Professional associations

Note the primary contact person for each group, central representatives, addresses, phone numbers, faxes, and e-mail addresses. This information is often available from government agencies, your local chambers of commerce, newspapers, telephone directories, and your volunteers. NLS will send you a list profiling television and radio stations and public service cable outlets in your area.

Once you have identified your targets, decide how they can help. You may ask to make a presentation at their meetings and distribute handouts, ask them to place information in their offices, or ask them to include printed matter in their mailings and a PSA in their publications. You could also ask them to distribute information at their meetings.

Setting these objectives will help you to determine what resources you need. Staff and time are the major resources that participants in the Take a Talking Book program have indicated as crucial. NLS recommends that libraries conducting the campaign be fully staffed. A look at your strategy will tell you what level of staff you need. In some cases, volunteers may be useful, but many projects require someone with a strong knowledge of the program and good presentation skills.

Ordering materials

After setting your goals and creating a list of contacts, determine what materials you will need from NLS. Review the order forms and gather the needed information to complete them. If you are focusing on community projects, make sure you have enough handouts. Television and radio stations require different formats of video and audio materials, so you may have to contact the stations to clarify their preferred formats. Then note the required information on the respective order form.

Order forms are found in the back of this manual. The first column provides information about the construction and usage of the product. The second column contains the form. Please follow the directions provided for each and return to NLS two months prior to your campaign start date. Keep a copy of each form for your files.

Planning checklist

This manual includes a checklist to help you prepare a schedule and chart your progress. It lists the important elements of the campaign, with space for you to record projected dates and actual completion dates. This will help you keep up with an active campaign schedule. NLS will also need a copy of your checklist for your file once you have set your deadlines.

Plan your schedule to include time for ordering and receiving your materials. Allow at least eight weeks for NLS to customize and ship your materials. If you are holding special events, include time at least one month for publicizing the activity. Libraries who want an NLS representative to address the talking-book program's practicality and usefulness or the Library of Congress's commitment to reading services should notify the Publications and Media Section four months in advance.

Charting your progress

You will be able to assess how well the campaign worked by logging the responses you receive as well as tracking the increase in your enrollment. The best way to keep track of the people responding to the talking-book campaign is to use a different telephone number than your standard business line. You may also wish to set up an answering system that can provide 24-hour access for potential patrons, as many will respond as soon as they see your public service announcement.

It is also helpful to use a different address than your normal mailing address. Consider using a post office box or other alternate address for your Take a Talking Book responses.

Tracking the response rate will be useful in compiling your final report for NLS. This report, which should document your readership increase, will help NLS in determining the continued usefulness of the Take a Talking Book campaign.

Key messages

While you are waiting for your materials to arrive, you will need to develop several key messages to deliver to your audience. Your messages should contain the major points about your library and the talking-book program. The following can be found in the NLS-prepared Take a Talking Book news release:

- More than 65,000 (change numbers to match your own) seniors in the [your state] area are eligible for the free reading program.
- The talking-book program offers those who can't see regular print, hold a book, or turn a page an opportunity to continue to enjoy reading.

- With more than 50,000 book titles available in recorded formats, the program is able to provide a range of books similar to that in any public library collection.
- [Your city] is one of [number] places where this campaign is being mounted in [year]. Eventually it will be released to all other cooperating libraries administering the service nationwide.

You may use these ideas, select others from the news release and brochure, or develop your own. Whatever messages you choose, practice repeating them so you will become comfortable using them. You will also want to memorize at least three points of supporting information for each key message. In this manner, you will be able to respond confidently to any questions you may encounter about the program or the campaign.

Clearing the Broadcast Hurdle

Establishing links with your area broadcast media is a critical step in developing a successful Take a Talking Book campaign. Air time, paid and public service, is usually very tight; unlike the print media, broadcasters rarely have space to fill. When they do need fillers, however, they will give priority to publicizing familiar programs. Making a personal pitch for air time for your television and radio public service announcements often helps. More than 50 percent of the libraries participating in the campaign have gained the best benefit from in-person distribution of the television and radio public service announcements.

Your starter package contains a listing of radio, television, and cable broadcasters in your state from the *Broadcasting and Cable Yearbook*. NLS suggests that you review this material and highlight the stations most accessible to you, names of specific contact people—the station manager, program manager, or public service coordinator—phone numbers, addresses, etc. Call these stations to make sure that the contact name provided is the right contact for you and to find out whether they prefer 3/4", 1", Beta, DVC

Pro, DV, or SVHS formats for television; or reel-to-reel, cassette, compact disc (CD), or announcer copy for radio. All of these formats are available to order from NLS.

Calling ahead provides an opportunity for you to talk about the talking-book program and to begin a professional relationship. It is important that you know your key messages and the material you are offering before you make your call.

Television public service announcements

The Take a Talking Book television public service announcements (PSAs) are available in 60-, 30-, and 15-second versions in English and 60- and 30-second versions in Spanish (see enclosed demo). They are grouped together on the same videotape to allow television stations to select the version that best fits their time schedule.

The announcements feature your library's telephone number displayed as a narrow band along the bottom of the screen for the duration of its broadcast. Your library's name and phone number are displayed at the end of the PSA.

Radio public service announcements

The Take a Talking Book radio public service announcement (PSA) is available in both English and Spanish in 30- and 60-second formats (see enclosed demo). Your library's name and telephone number are given at the end of the PSA. The telephone number is repeated. Some stations may request scripts for announcers, which we can provide in English and Spanish.

Delivering your materials

All of your television and radio PSAs will be mailed directly to your library for distribution. We strongly urge your library to hand deliver a press kit with all PSA materials and a news release to the station manager, program manager, or public service coordinator. At that time you may be able to persuade the television station to give you local talk-show time or other publicity.

Publishing Your Materials

Getting exposure from local newspapers and magazines is a little easier than gaining the support of the broadcast media. Print publications often need material to fill empty space on a page. Public service announcements and news releases from reputable nonprofit organizations usually help meet the need.

NLS will send you news releases and print PSAs developed specifically for the Take a Talking Book campaign. You may, however, want to create news releases of your own. *Reaching People: A Manual for Libraries Serving Blind and Physically Handicapped Individuals*, Chapter 3, provides a few tips for doing this.

Developing a press kit

Press kits contain information about your Take a Talking Book campaign and can be distributed to the print media with your news releases, photographs, and print PSAs. You may also want to take a press kit with you when you distribute your broadcast PSAs to radio and television stations. The Take a Talking Book press kit folder is designed to help you package your press materials for distribution. It features the theme photograph (in black and white) on its glossy cover and the

campaign title in red print. The back cover provides information about the campaign.

Creating a media list

As with broadcast outlets, you will want to put together a list of media outlets and other target audiences to which you can distribute your press kit or other materials. Useful reference publications include *Editor and Publisher Yearbook*, *National Directory of Community Newspapers*, *Broadcasting and Cable Yearbook*, and *Ayer's Periodicals*.

Compiling your media list of news publishers and their contact information is an important step in forming a successful print media campaign. Your media list may include:

- Small community newspapers
- Special-interest circulars
- Newsletters that target senior citizens, healthcare practitioners, or residential care facilities
- Local, regional, and state weekly and daily newspapers
- Sunday newspapers and magazines (which sometimes have separate staffs)
- Regional and local magazines

Also consider distributing campaign materials to local organizations that publish newsletters, such as libraries, churches, and community service organizations; and to those that publish business directories, like the Chamber of Commerce.

When compiling your list, note the name of the editor or manager responsible for the publication, as well as a phone number and address. Since large publications are usually departmentalized, you will want to note the names of the editors or managers of sections that feature stories about topics that are similar to yours (libraries, seniors, community service, etc.).

Print public service announcements

The Take a Talking Book newspaper public service announcements (PSA), available in English and Spanish, are custom made for each library. The advertisements feature the seniors campaign theme photograph and are presented in single, double, and triple-column widths with informational text similar to the broadcast PSAs. They come in three versions to provide alternatives for newspapers and magazines. Each will be customized with your library address and telephone number. If it can fit, we will also add your web address. NLS suggests a “Department,” “Box No.,” or other code be used to identify responses from print media ads.

These PSAs are camera-ready and can be used immediately. Quark Express and Adobe PDF files are also available. Please specify column widths when ordering electronic files. If the print PSA does not meet the requirements of a media outlet, consider sending the customized news release and the 3” x 5” black-and-white photograph instead.

News releases

The Take a Talking Book campaign features customized news releases for your library in both English and Spanish. The news releases describe the seniors campaign, give some important statistical information, and contain quotes from your librarian and from the director of NLS.

The releases may be used in press kits to present and hand out on your visits to television and radio stations, cable systems, newspaper organizations, magazine offices, and other print media outlets. In addition, you may distribute these news releases to media representatives attending your kickoff event.

NLS will provide the news release in an electronic file by e-mail for printing on your letterhead.

Photograph

The campaign theme photograph is available in 3” x 5” black-and-white for inclusion with news releases and in press kits. This photograph can be useful to media outlets interested in producing customized materials.

Targeting the media

Studying the products of your local news publishing agencies will help you identify publications that will welcome your materials. Examine the types of stories that they cover:

- What makes the story interesting (human interest, personality, politics)?
- Who is involved in the story (city official, celebrity, neighbor)?
- What type of coverage was it (city, social, celebrity)?

Think about what makes your library newsworthy. You could hold a public event that:

- Presents a celebrity or political figure
- Highlights an exceptional patron
- Spotlights a library section, such as the braille or large-print collection
- Spotlights a special service your library performs

You will want to make personal contact with the editors or managers of larger publications. Highlight these on your list, formulate your key messages, then give them a call. Your message should be clear and succinct, as these people are usually very busy. Tell them the name of your organization, note that you represent the Library of Congress talking-book program, explain that you are conducting a campaign targeting senior citizens, and

that you will be sending them a news release and camera-ready PSAs. Also let them know if you are planning special events that they may want to cover.

When you send the first of your materials, include a note reminding them of the conversation and thanking them for their interest and support. If you have several events planned, you may want to include a calendar of events. Periodically (about once a month), send a new piece of interesting information. If your material does not appear, be careful to note the types of stories that were picked up and consider how you can adapt that formula to your information.

Meeting the Neighbors

Some of the most successful public awareness campaigns have been conducted by librarians who have made direct contact with the community. The ability to connect a face with a product or service is still an important factor to many consumers. A face-to-face meeting with you, your staff, and/or your library may positively influence an eligible senior to become a patron.

To facilitate this introduction, librarians have planned special events to encourage the public to visit. Ventures include open houses, book signings, and celebrity readings, among other things. Some librarians have also taken their libraries to the public by staging exhibits in shopping malls, public libraries, civic centers, educational centers, and state/county fairs.

Kickoff event

Plan to have a major Take a Talking Book campaign kickoff event after all materials

have been distributed in your market. Give yourself ample time to plan the program, arrange for participants, and invite the public and the media. You have a good chance of gaining media attention if your program involves a popular politician or a celebrity. Be careful to check the community calendar to ensure your event does not conflict with a more prominent activity that would steal attention from your program. Generally, the media recognize Monday as a slow news day. Scheduling an event for Monday may give you a significant advantage.

Consider holding the program at your library or another suitable public facility. Your program could feature remarks by the head of the library agency, the mayor, other elected officials, or a representative from NLS. Other participants could include patrons willing to have their names used in the media. (During the market-testing phase of the campaign,

some libraries included their oldest patrons, patrons in the program for the longest period, their youngest patrons, and even a patron who sang and played the piano.) Be sure to invite representatives from television and radio stations, cable companies, weekly and daily newspapers, and local and regional magazines.

Kickoff event representative

At your request, NLS will send a representative to speak at your kickoff event. Some libraries have found it useful to highlight their relationship with the Library of Congress by having an official agent present. The presence of an official representative emphasizes the Library's commitment to provide this free library service to eligible citizens. The NLS representative may make remarks, be interviewed by the media during your event or at media offices, attend other events, or accompany you on visits to other library locations.

To request an NLS representative, complete the designated form and send it to the Publications and Media Section **at least four months prior to your event.**

Involving community organizations

The secret to holding a successful special event is building participation. Encourage your patrons to come and to bring their friends. Invite special-interest groups whose members share common concerns to assist in your efforts to serve people who have problems seeing print. Examples are local chapters of the American Association of Retired People, the American Diabetes Association, the Kiwanis club, the Knights of Columbus, the Lions club, the Rotary clubs, etc. Once they understand what your goals are, they can help you by supplying mailing lists and possibly volunteers to help with the mailings.

Other groups that you may want to contact by direct mail include members of the medical profession, such as the American Medical Association, the American Association of Ophthalmology, and the American Optometry Association; and groups that come into regular contact with senior adults, like Meals on Wheels and the Visiting Nurses Association. Their mailing lists may also be available.

Meet-and-greet products

The Take a Talking Book multimedia campaign includes products that are ideal for "meet-and-greet" outreach and direct mail. These include brochures; easel, bulletin-board, and wall posters; and the photomural, which is an effective backdrop for exhibits and public events.

Brochures

The Take a Talking Book brochure, "Talking Books for Senior Adults" is available in English or Spanish. The brochures, which can be customized with a hand stamp or adhesive labels, should be used with any exhibits you plan to mount in conjunction with your seniors campaign. They may also be useful in your mailings to target audiences. NLS will have your brochures shipped to you directly from your multistate center.

Posters

The Take a Talking Book posters feature a color image of the theme photograph and are designed to be placed in public locations, medical offices, and senior centers. You can mail the easel posters along with the brochures to professional offices (i.e., doctors' offices, clinics, residential care facility recreation rooms, etc.) for placement in waiting rooms and foyers. You may also engage assistance in distributing your posters from volunteer community organizations, such as the Boy Scouts, Girl Scouts, Kiwanis clubs, and

Lions clubs. In return, you could invite representatives of these volunteer groups to your media kickoff event so that they too will receive community recognition. Be sure you have permission to hang your posters in the public or private areas you select, so they will not be removed.

Posters are available in three sizes:

- 17" x 22" wall poster
- 8-1/2" x 11" tabletop poster with a self-supporting easel back
- 8-1/2" x 11" bulletin board poster.

Posters may be customized with your library address and telephone number by affixing adhesive labels provided by NLS.

Photomural

The Take a Talking Book photomural is an 8-foot-by-8-foot, free-standing color reproduction of the seniors campaign

theme photograph. The panel is useful as a backdrop for your kickoff event, for later exhibits you may wish to mount during the campaign, or for stationary placement in the lobby of your main library during the campaign. Be sure to place the photomural slightly to one side of your staging area during the event if you're planning to take publicity photos. The panel dresses up the activity but detracts from your subjects, who sometimes blend into the panel photograph.

You may reserve this photomural by submitting the Photomural Reservation order form. Please keep in mind that other states may be conducting the Take a Talking Book multimedia seniors campaign at the same time as yours. There are five Take a Talking Book photomurals, four in English and one in Spanish, so some sharing may be necessary.

Final Report

NLS seeks to keep public awareness materials current and relevant. To that end, it is important that libraries submit an analysis of their participation in the campaign at its conclusion. While there is no standard format for the report, NLS would like to know how much your

readership increased, how frequently the materials were used by the print and broadcast media, and if your special events were well attended. It would also be helpful to have your suggestions for improving NLS's service and products.

Conclusion

The Take a Talking Book Multimedia Outreach Campaign for Senior Adults for senior adults was designed with you, the librarian on the front lines, in mind. All the products in the campaign can be ordered from NLS and will be customized to your specifications. You will need to allocate time for distribution and involve staff and volunteers to help label and distribute the brochures and posters. It will be most productive if you or someone from your public relations or communications office hand delivers the broadcast public service announcements to the contact person you identify in your research.

Because of the intensity of library involvement in the Take a Talking Book campaign, NLS suggests only libraries that have adequate staff resources participate in the program. Libraries that have interacted successfully with the media have seen the greatest increases in their patrons.

Remember, the NLS Publications and Media Section is available should you need guidance in any part of your planning. It is also important to place your orders as soon as possible, so gather the necessary information (formats, quantities, etc.) to complete your forms and return them to NLS. Production begins as soon as NLS receives your orders.

NLS Publications and Media Section Contacts

For questions about **media relations** or to **request an NLS representative** contact:

Robert E. Fistick, Media Officer
(202) 707-9279
rfis@loc.gov

For questions about **ordering and receiving materials** contact:

Clark Gregor, Campaign Coordinator
(202) 707-9278
cgre@loc.gov

Take a Talking Book Planning Checklist

Activity	Date Scheduled	Date Completed
1. Order campaign material	_____	_____
2. Complete campaign planning checklist	_____	_____
3. Distribute posters in market area	_____	_____
4. Distribute print media PSAs	_____	_____
5. Distribute television PSAs	_____	_____
6. Distribute radio PSAs	_____	_____
7. Distribute campaign news releases	_____	_____
8. Complete planning for kickoff event	_____	_____
9. Request NLS representative	_____	_____
10. Kickoff event	_____	_____
11. Month #1 event/exhibit	_____	_____
12. Month #2 event/exhibit	_____	_____
13. Month #3 event/exhibit	_____	_____
14. Month #4 event/exhibit	_____	_____
15. Month #5 event/exhibit	_____	_____
16. Month #6 event/exhibit	_____	_____
17. Final campaign report to NLS	_____	_____

Shipping Address

Materials for the Take a Talking Book Multimedia Outreach Campaign for Seniors are dispatched from a variety of locations and will arrive at your library in multiple shipments.

Please ship materials to:

Library name

Address 1

Address 2

City, State, ZIP

Attention

Telephone number

(for FedEx shipments)

E-mail address

(for digital materials)

Tag Line

Your public service announcements will be customized with contact information for your library. You may want to consider using a special telephone number and/or mailing address in order to track responses to the campaign.

Print materials, such as posters and print PSAs will have your library's name, address, phone number, and, if it can fit, your web site. Broadcast materials will have your library's name and phone number.

Library name

Address 1

Address 2

City, State, ZIP

Telephone number

Web Site

Signed (name)

Library

Press Kit Materials

The Take a Talking Book seniors outreach campaign features a press kit with customized campaign materials including:

- Press kit folders
- News releases
- Campaign theme photograph
- Posters
- Brochures

The **news releases** will be useful in information packets you may want to produce and hand out when you visit television and radio stations, cable systems, newspaper organizations, magazine offices, and other print media outlets.

You may also wish to include the black-and-white (B&W) reproductions of the seniors campaign **theme photograph**. It may be useful to newspapers with other production requirements as a complement to your customized news releases.

The Take a Talking Book **posters** are available in three styles: a large wall poster, a tabletop poster with a self-supporting easel back, and a bulletin board poster. NLS will provide adhesive labels with your address and telephone number to customize the posters.

The **brochures**, which can be customized with a hand stamp or adhesive labels, should be used with any exhibits you plan to mount in conjunction with your campaign. They may also be useful in your mailings to target audiences.

To order your press kit materials, please complete the following. Type or print legibly.

News Releases

Please produce customized news releases in the following:

Languages: English Spanish

Formats: MS Word WordPerfect

The name of the librarian we want quoted is:

Name

Title

E-mail my news releases to _____

Press Kit Materials	Quantity
Press Kit Folders	
B&W 3" x 5" theme photographs	
Large wall poster (17" x 22")	
Tabletop easel poster (8-1/2" x 11")	
Bulletin-board poster (8-1/2" x 11")	
English brochures	
Spanish brochures	

Signed (name)

Library

Photomural Reservation

The Take a Talking Book photomural is an 8' x 8' free-standing, color reproduction of the seniors campaign theme photograph. The panel is useful as a backdrop for your kickoff event, for exhibits you may wish to mount during the campaign, or for stationary placement in the lobby of your main library during the campaign. Some sharing may be necessary because there are five photomurals — four English and one Spanish — and several states may be conducting campaigns at the same time.

Submit this form to reserve a photomural. NLS will be in contact with you to confirm the reservation.

Our library is interested in using a Take a Talking Book photomural from (month/day/year)_____ to (month/day/year) _____.

We understand that sharing photomurals may be necessary.

Signed (name)

Library

Kickoff Event Representative Request

The Take a Talking Book campaign should have a major kickoff event after all materials have been distributed in your market.

The event could be staged at your library or other suitable public facility. You may want to invite media representatives from television and radio stations, cable systems, weekly and daily newspapers, and local and regional magazines.

Your program could feature remarks by the head of the library agency, the mayor, or other elected officials. NLS will send a representative if you desire. Other participants could include patrons willing to have their names used in the media. (Some libraries have included their oldest patron, the patron in the program for the longest period, the youngest patron, and, in one library, a patron who sang and played the piano.)

Please indicate if you need an NLS representative for your kickoff event. Include the event date and give ample time for scheduling.

*To request that an NLS representative participate in your campaign, please complete the following. Type or print legibly. Be sure to send your request **four months in prior to your kickoff date.***

We would like an NLS staff member at our kickoff event, scheduled for (month/day/year)_____. We request the NLS representative to provide the following services:

- Make remarks at our kickoff event
- Be interviewed by the media at kickoff event
- Be interviewed by media at their offices
- Attend other events
- Visit other library locations

Signed (name)

Library