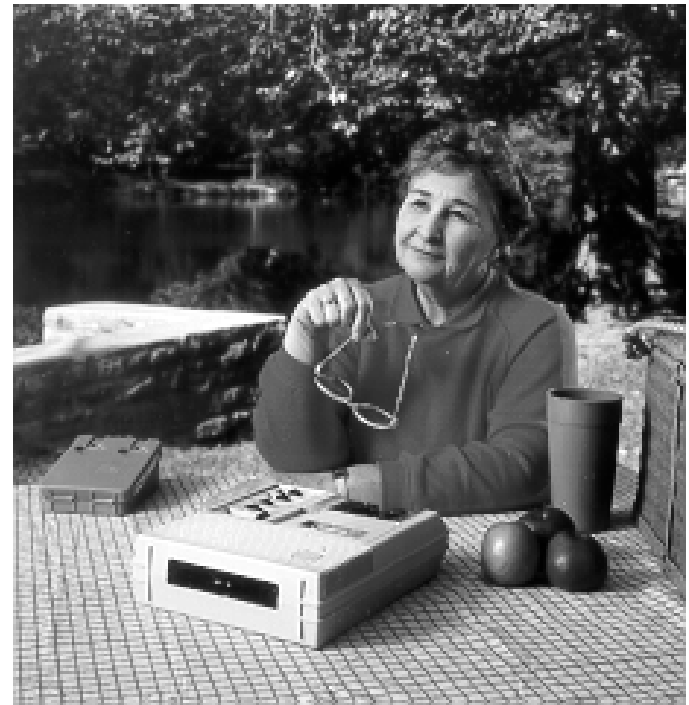


# Take a Talking Book Multimedia Outreach Campaign for Senior Adults

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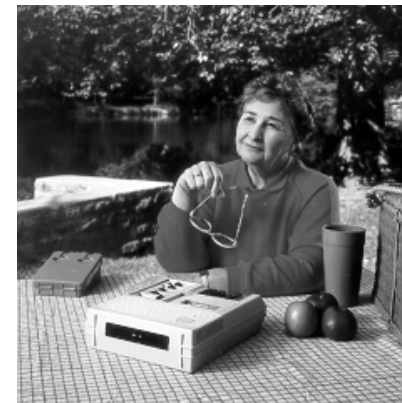


# Introduction



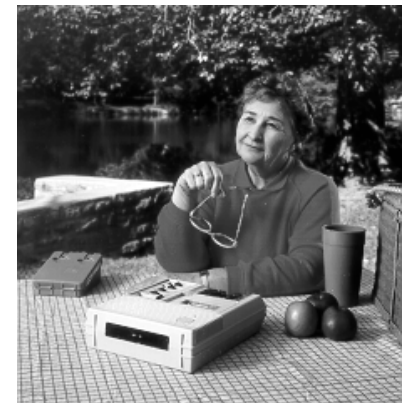
## **The Take a Talking Book Multimedia Campaign Is a Coordinated Public Awareness Activity**

- ▶ Multipronged effort to reach people 65 years of age and over
- ▶ Potentially, more than 1.8 million senior adults are eligible nationally
  - ▶ More than 10,000 in Georgia
- ▶ Encourages seniors to continue reading through the talking-book program



## NLS Provides Campaign Outreach Materials

- ▶ Television public service announcements
- ▶ Radio public service announcements
- ▶ Print media (newspaper) public service advertisements
- ▶ Customized news releases
- ▶ Customized posters (wall, tabletop, or bulletin-board types)
- ▶ Brochures
- ▶ Photomural
- ▶ Kick-off event representative



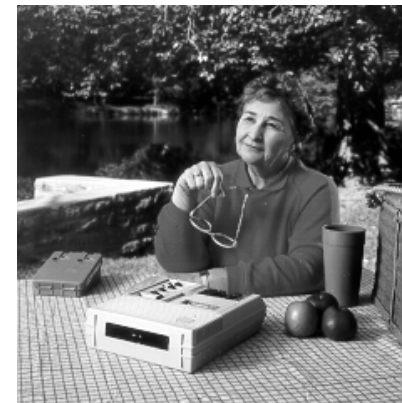
## **Implementing the Campaign at the Local Level Yields Best Results**

- ▶ Local media responds to community interest activity
- ▶ Local libraries build relationships and increase visibility
- ▶ Libraries engage other community service organizations in outreach efforts



## Participants Report Increases of 10 Percent

- ▶ Watertown, Massachusetts, regional library reported a 38 percent increase in 2002
- ▶ Los Angeles, California, regional library reported adding 2,023 patrons in 1993
- ▶ Puerto Rico regional library reported a 95 percent increase in 1992
- ▶ Connecticut regional library reported an 18 percent increase in 1989



## Participants Used a Variety of Strategies to Achieve Results

- ▶ Personal distribution of materials to media outlets
- ▶ Follow-up calls
- ▶ Kick-off campaigns and special events
- ▶ Mailings
- ▶ Volunteer assistance with distributing information
- ▶ Professional organizations and offices



# Implementing Your Campaign



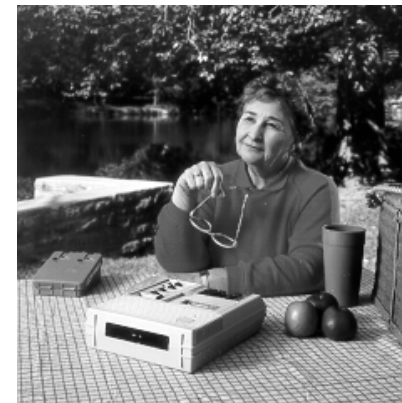
## Work Together to Achieve the Best Results

- ▶ Antenna signals overlap
  - ▶ Dalton and Chattanooga; Columbus with Alabama; Monroe with Athens; and Valdosta with Thomasville, which actually airs a Tallahassee station
- ▶ Cable systems carry stations from other markets
  - ▶ AT&T Broadband, Comcast, Charter, Cox, Jones, Prestige Cable, Time Warner
- ▶ Having a common point of contact ensures that potential patrons are referred to the right library



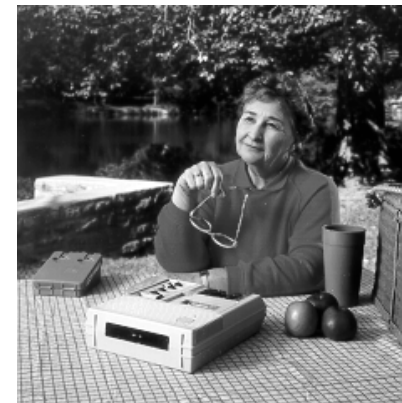
## Target Areas from which Seniors Are Most Likely to Gather Information

- ▶ Media
- ▶ Family and friends
- ▶ Professionals and Volunteers
- ▶ Organization newsletters



## Use Networking Techniques Help Encourage Support from Your Public Relations Office

- ▶ Make a personal contact whenever possible
- ▶ Invite them to your library
- ▶ Keep them abreast of events and activities
- ▶ Put them on your newsletter mailing lists
- ▶ Send “thank you” cards, notes, and messages



## Report Campaign Progress in Your Final Report

- ▶ Use the checklist to record important dates
- ▶ Use a special “800” number for the campaign
- ▶ Customize materials with the special number or symbol
- ▶ Ask and record how new registrants heard about the program
- ▶ Run a month-by-month comparison of for the registrants same time period of the previous year



## Summary

- ▶ The Take a Talking Book Campaign uses a combination of public information tools
- ▶ Using the tools can net a 10 percent increase in readership
- ▶ Determine priorities according to the information-gathering customs of your audience
- ▶ Network with the public relations office
- ▶ Follow up with the media (including the public relations office) and volunteers
- ▶ Monitor campaign progress

