



Verbatim transcript

“Take a Talking Book”

A 30-Second Public Service Announcement for Radio

READING IS SOMETHING YOU CAN ENJOY NO MATTER WHERE YOU ARE.... EVEN IF YOU CAN'T HOLD A BOOK, TURN A PAGE OR READ REGULAR PRINT. BECAUSE JUST FOR YOU THERE ARE TALKING BOOKS.... A NATIONAL SERVICE OF THE LIBRARY OF CONGRESS.

HIGH-QUALITY RECORDINGS OF BESTSELLERS... CLASSICS... EVEN THE LATEST MAGAZINES. AND YOU CAN GET TALKING BOOKS AND PLAYBACK EQUIPMENT BY MAIL, AT NO CHARGE, IF YOU'RE ELIGIBLE.

HERE'S HOW YOU CAN TAKE A TALKING BOOK.

IN YOUR AREA CALL _____



Verbatim transcript "Take a Talking Book"

A 60-Second Public Service Announcement for Radio

THERE ARE THINGS IN LIFE WE ENJOY MORE AND MORE AS WE GROW OLDER...

THE COMPANY OF FAMILY AND FRIENDS...

THE SATISFACTION OF READING A FASCINATING NEW BOOK OR AN OLD FAVORITE.

IN FACT, READING IS SOMETHING YOU CAN ENJOY NO MATTER WHERE YOU ARE...

EVEN IF YOU CAN'T HOLD A BOOK, TURN A PAGE OR SEE REGULAR PRINT.

BECAUSE JUST FOR YOU THERE ARE TALKING BOOKS... A NATIONAL SERVICE OF THE
LIBRARY OF CONGRESS.

HIGH-QUALITY RECORDINGS OF THE LATEST BESTSELLERS... CLASSICS... HOW-TO'S...

"WHO-DONE-ITS"... ROMANCES... WESTERNS... EVEN YOUR FAVORITE MAGAZINES.

THE RECORDINGS ARE PLAYED ON EASY-TO-USE EQUIPMENT. AND YOU CAN GET TALKING
BOOKS AND PLAYBACK EQUIPMENT BY MAIL, AT NO CHARGE, IF YOU'RE ELIGIBLE.

HERE'S HOW YOU CAN TAKE A TALKING BOOK.

FOR INFORMATION CALL _____



Live Announcer copy

“Take a Talking Book”

A Public Service Announcement for Radio

THERE ARE THINGS IN LIFE WE ENJOY MORE AND MORE AS WE GROW OLDER...THE COMPANY OF FAMILY AND FRIENDS...THE WARMTH OF THE SUN ON A PLEASANT AFTERNOON OUTDOORS.

THE SATISFACTION OF READING A FASCINATING NEW BOOK OR AN OLD FAVORITE.

IN FACT, READING IS SOMETHING YOU CAN ENJOY NO MATTER WHERE YOU ARE. EVEN IF YOU CAN'T HOLD A BOOK, TURN A PAGE OR SEE REGULAR PRINT. BECAUSE JUST FOR YOU, THERE ARE TALKING BOOKS...HIGH-QUALITY RECORDINGS OF THE LATEST BESTSELLERS... CLASSICS...ROMANCE...MYSTERY...HOW-TO-DO-IT BOOKS...EVEN YOUR FAVORITE MAGAZINES.

TALKING BOOKS BRING YOU FACT AND FICTION. THE RECORDINGS ARE PLAYED ON EASY-TO-USE EQUIPMENT. AND IF YOU'RE ELIGIBLE, YOU CAN GET TALKING BOOKS AND THE PLAYBACK EQUIPMENT BY MAIL, AT NO CHARGE.

NOW YOU CAN ENJOY READING THE WAY YOU ALWAYS HAVE. JUST LISTEN. HERE'S HOW YOU CAN TAKE A TALKING BOOK.

(LOCAL TAG)