EVPL IS FOR EVERYONE

A marketing campaign for Talking Books, a department of Evansville Vanderburgh Public Library

2018-2019
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Executive Summary

Evansville Vanderburgh Public Library system serves Vanderburgh county residents located in and around Evansville, IN. However, one department—Talking Books—serves a far wider audience by reaching into the surrounding ten counties in addition to Vanderburgh: Daviess, Dubois, Gibson, Knox, Martin, Perry, Pike, Posey, Spencer, and Warrick. Even with this span of territory, the department has only 600-700 patrons out of an estimated 12,500 in need of its specialized services in the area. A general lack of awareness regarding the existence and nature of Talking Books is the suspected source of this discrepancy and the focus of this marketing campaign.

Talking Books is a part of the National Library Service (NLS), a division of the Library of Congress intent on providing alternative reading materials to those with visual impairment or physical disabilities. The department located at EVPL’s Central Library is a sub-regional one under the direction of the Talking Books headquarters in Indianapolis. As such, its situation is unique; while it is physically part of EVPL (and subject to its leadership) it is technically part of a government institution. Thus, some government-issued marketing materials, including radio advertising, have been given to EVPL’s Talking Books department. However, informal surveys indicate that there is a woeful lack of knowledge regarding this service, both internally and externally.

The goals of this marketing campaign are threefold: increase awareness of Talking Books service internally, accomplish the same externally, and increase circulation within the department by 5% within a year. A variety of methods and mediums will be employed in this endeavor, targeting both the individual market segment and those who have close contact with them. All of this fits within the missional guidelines of EVPL—“We cultivate curiosity by creating wonder”—as it opens up a whole new world for individuals otherwise excluded from libraries and the materials they offer.
Theoretical Foundation

According to a government survey, approximately 21 million Americans have some level of visual impairment or print disability.\(^1\) Unfortunately, this often prevents such individuals from reading or engaging with the community. Worse yet, many are completely unaware of what the library can offer them. In addition to traditional large-type and audio books, “each US state has a library affiliated with the National Library Service (NLS) that provides alternative formats of library materials for citizens in that state” (Lazar, 2015). One such service of the NLS is Talking Books, which delivers audiobooks—free of charge through the mail—to patrons, including specially-designed equipment for listening. In recent years, technological developments have transformed Talking Books from cassette-based to digital: downloadable books for USB drives. Evansville Vanderburgh Public Library houses one sub-regional Talking Books location that is severely underrepresented in marketing and thereby underused by the surrounding population.

Reaching this market segment has unique challenges posed by the variety of individuals it contains and the variety implicit to the very term “visually impaired.” As one researcher explains, “The term ‘visual impairment’ encompasses a broad spectrum of people and, hence, there are numerous definitions. Ideally, definitions should involve the measurement of visual acuity, visual field and contrast sensitivity, linked to functional assessment,” but this is rare (Beverly, 2004). Thus, some popular methods of advertising may not be as effective for this portion of the population (i.e. flyers). In fact, a recent PEW survey found that those with disabilities of any kind are “3X likelier to never go online” (Anderson, 2017).

Given the innate challenges and smallness of the group, it would be tempting to give up on advertising to this market segment. However, “libraries are a community’s portal to information, knowledge, and leisure, and their services need to be made accessible for all” (Marlin, 2014). With this ideal in mind, it becomes necessary to find a way to reach the visually impaired in the area and make them aware of the great resource of Talking Books. According to one researcher who studied this issue, many people with visual or physical disabilities rely on friends, family, caretakers or the radio for information (Rayini, 2017). Consequently, word-of-mouth marketing, social media, and printed materials have been emphasized in this marketing campaign, in addition to current radio advertisements. Also, contacts will be made with local optometrists, nursing homes, assisted living facilities, and veterans’ groups in an effort to connect with other local organizations who associate with this market segment on a regular basis.

Many aspects of this marketing campaign are hypothetical, as most public libraries do not appear to advertise their services for the visually impaired beyond a minimal level. It remains to be seen whether these methods will prove effective, but it is hoped that they will lead to an

\(^1\) Burden of vision loss, The. *Centers for Disease Control and Prevention.*
increased awareness of EVPL’s Talking Books department as well as a greater connection with an overlooked part of the population.

Market Audit & Research
The Evansville Vanderburgh Public Library system actively serves 71% of the population of Vanderburgh county, as indicated by patron registration statistics from the 2018 first quarter reports. Numbers for the population of those with visual or physical impairment are less precise. As explained by the American Foundation for the Blind, “No single survey instrument asks every person in the U.S. about his/her vision. Most reports of national-level data are based on samples of people which are selected to be random while also representing the larger population. Mathematical calculations...are used to estimate population parameters based upon the sample statistics.”

Thus, there is a certain imprecision which must be understood and accepted from the outset of any analysis.

Analysis
As of 2018, EVPL’s Talking Books serves an estimated 600-700 individuals within the stated counties of Southern Indiana. This number tends to fluctuate as elderly patrons pass away or new patrons discover the service. All of these patrons have some level of visual or physical impairment, much of which comes with advanced age. However, a number of patrons have been blind or disabled from birth.

According to a recent estimate, the state of Indiana has approximately 156,894 residents with some level of vision loss (2.6% of the total population). Statistics for disabilities are less precise and not the primary audience of Talking Books, so it is excluded from this document.

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Applying the 2.6% calculation to the total population of the eleven counties within the service area of EVPL’s Talking Books department, results in an estimated 12,500 individuals with some level visual impairment. Although this assumes an even distribution of people, it is safe to believe that Talking Books could serve many more than it currently does.

The counties’ general population is broken down in the following table by gender, ethnicity, and income. Since this data is not available for visually or physically impaired individuals in the community, the numbers here offer the best insight into the topic at this time.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Ethnicity</th>
<th>Per capita income</th>
<th>Est total income</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>Population</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Daviess</td>
<td>32906</td>
<td>50.4%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Dubois</td>
<td>42461</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Gibson</td>
<td>33775</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Knox</td>
<td>37927</td>
<td>50.8%</td>
<td>49.2%</td>
</tr>
<tr>
<td>Martin</td>
<td>10226</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Perry</td>
<td>19347</td>
<td>53.4%</td>
<td>46.6%</td>
</tr>
<tr>
<td>Pike</td>
<td>12594</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Posey</td>
<td>25512</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Spencer</td>
<td>20715</td>
<td>50.7%</td>
<td>49.3%</td>
</tr>
<tr>
<td>Vanderburgh</td>
<td>18187</td>
<td>48.4%</td>
<td>51.6%</td>
</tr>
<tr>
<td>Warren</td>
<td>61897</td>
<td>49.4%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Total</td>
<td>479237</td>
<td>49.6%</td>
<td>50.4%</td>
</tr>
</tbody>
</table>

There are essentially no competitors in the field, although some patrons may rely on regular audiobooks and similar options rather than using the Talking Books service.

Currently, marketing is at a minimum level of activity. It primarily consists of radio advertising, a few mentions on social media, and pamphlets which are not properly distributed. There is no programming geared toward this sector of the population. As a result, public and internal awareness of Talking Books is at a very low level.

Environmental Scan
- **Political/Legal Factors:** Traditionally, Indiana is a red state, with the majority voting along Republican lines. In the 2016 presidential election, 57.2% of Indiana residents voted for the Republican candidate, Donald Trump.³ While President Trump’s initial FY2018 budget attempted to cut funding for libraries around the nation, the final congressionally-approved budget actually increased funding by over $4,000,000 to the Institute of Museum and Library Services. Meanwhile, President Trump has again proposed severe cuts to library funding for FY2019. If passed, this would spell serious trouble for Talking Books, as it receives much of its funding through the federally-funded NLS.

As for legal concerns, EVPL follows both federal law and the guidelines laid out in Indiana Code (IC) 36-12, commonly referred to as “Library Law.” These include, but are not limited to the Open Door Law, American with Disabilities Act, and policies governing copyright, internet usage, budgeting.

- **Economic Factors:** Talking Books offers materials free of charge to patrons, just like a regular library. Funding is primarily received through the NLS, although this is often supplemented with state and local revenue. In recent years, federal threats to slash funding due to several factors has left the program on less stable ground. In Indiana, one of the sub-regional locations was permanently closed, with its patrons being shifted to the state library’s jurisdiction. EVPL’s Talking Books could be similarly discontinued at any time by either the state of Indiana or EVPL itself.

- **Social Factors:** While the local community remains fairly constant, major restructuring within EVPL—including senior positions—has recently upset the balance within the organization. Many employees continue to assess their shifting roles and adjust to changes instigated by new management. In particular, the Talking Books department lost their supervisor, bringing the total number of employees down to two.

- **Technological Factors:** As with any library, the pressure to keep up with technological advances is felt within Talking Books. When the shift from cassettes to digital cartridges and USB drives occurred, many patrons were displeased and took awhile to become accustomed to the new technology. Currently, there are no major technological advances on the horizon in this field.

### SWOT

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal connection with patrons</td>
<td>Understaffed (2 employees)</td>
</tr>
<tr>
<td>Excellent teamwork</td>
<td>Restructuring challenges/new management</td>
</tr>
<tr>
<td>Good selection of materials</td>
<td>Lack of marketing and public awareness</td>
</tr>
<tr>
<td>Modern, well-ordered facility</td>
<td>Lack of space for expansion</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
<td><strong>Threats</strong></td>
</tr>
<tr>
<td>Relationships within community</td>
<td>Possible usurpation in future</td>
</tr>
<tr>
<td>New management/marketing head</td>
<td>Lack of public awareness</td>
</tr>
<tr>
<td>Development in downtown area</td>
<td>Potential federal funding cuts</td>
</tr>
<tr>
<td>Reach neglected sector of population</td>
<td></td>
</tr>
</tbody>
</table>
Original Data
Collecting information is vital to the maintenance of any service as it lets providers know the wants and needs of their patrons. While there are several forms of data collection that would be appropriate, the primary tool selected is surveys. These would include a mix of fixed and open-ended questions, so as to allow optimal responses. Given the range of physical impairments of Talking Books patrons, these surveys will be conducted in one of two ways: in person or via phone, based on the preference of the interviewee. After the survey period is completed, the collected data will be analyzed for trends and modifications made if necessary.

General Topics:

- Demographics (i.e. age, gender, education)
- Frequency of library use
- Ratings for different aspects of service
- Method of discovery (i.e. radio, internet)
- Possible improvements of service
- Value of service
- Collection development

Sample Questions:

- “How often do you use Talking Books?”
- “Rate the service of Talking Books personnel” (1-5 scale provided)
- “How did you find out about Talking Books?”
- “Could Talking Books improve in any way?”
- “What does Talking Books mean to you?”

Additional data will be collected from library circulation records and other documented information.

Market Segmentation
While there are always exceptions, the primary audience of Talking Books is individuals with some level of visual impairment. However, this group encompasses a wide variety of people of all ages with specific needs and desires which must be considered. Since Talking Books services a wide area, patrons are not centrally located. Additionally, the nature of the disability means that often typical forms of marketing are impractical or must be addressed to family, friends, or caretakers of the true patrons.
Children

- Characteristics:
  - Learning (in school of some form)
  - Live with parents or guardians
- Wants:
  - Fiction (juvenile and young adult)
  - Space to play, explore, etc.
- Needs:
  - Educational materials/programs
  - Approachable librarians

Adults (18-55)

- Characteristics:
  - Busy (work, relationships, children, etc.)
- Wants:
  - Personalized service
  - Clever, clear marketing
  - Popular materials
- Needs:
  - Access to technology advances
  - Wide variety of materials
  - Efficient service

Adults (55+)

- Characteristics:
  - Varied living situations
  - Diminishing physical/mental abilities
- Wants:
  - Technology assistance
  - Clear instructions
  - Friendly service
- Needs:
  - Technology assistance
  - Understanding librarians
  - Living assistance
  - Social opportunities
**Service Identification**

Within the Talking Books department, there are two private rooms with Onsite Assistive Technology Workstations. It allows them to use the internet for anything they desire—from banking to social media—as well as digitally magnifying physical print if necessary. This product is especially useful for patrons over 55, who need technological supplementation for failing eyesight. Two librarians are always nearby, ready to offer whatever technological assistance is needed in a kind manner.

According to the Boston Consulting Group (BCG) matrix, the Onsite Assistive Technology Workstations may most accurately be described as “dogs” (low growth, low market share). Both of these are understandable given the circumstances. Space and budget limitations do not allow for more workstations to be created. Additionally, the general public is not aware of this product as it is tucked away out of sight both physically and virtually on the EVPL website. Marketing of the product may move it from being a “dog” to a “cash cow,” although the terminology is misleading as its usage is free to all patrons.

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4 Definition courtesy of EVPL: “Computers with internet access, equipped with screen-reading (JAWS) and screen-enlarging (Zoom Text) software...a video magnifier (Clearview+) which enlarges printed materials on a video screen is also available.”
Mission

“We cultivate curiosity by creating wonder.”

Goals, Objectives, & Strategies

Goal #1: Increase awareness of Talking Books service both internally over the next six months.

- Objective: Increase awareness of this service throughout the EVPL library system via presentations and dispersal of information.
  - Create a virtual tour video of the department to familiarize employees with its location and terminology.
  - Give a brief presentation of the department at each location, including Talking Books materials for demonstration.

Goal #2: Increase awareness of Talking Books service externally over the next year.

- Objective: Keeping track of advertising run, printed materials handed out, and traffic on social media and EVPL’s Talking Books website page.
  - Encourage word-of-mouth advertising of the service.
  - Display existing pamphlets in public locations (i.e. reference desks).
  - Create a brief video presenting the service for social media.
  - Continue to run radio and television advertising.
  - Create other promotional materials about the service (i.e. bookmarks, flyers).
  - Create a FAQ page on the EVPL website.
Goal #3: Increase circulation of Talking Books by 5%.

- Objective: Monitor circulation records prior to, throughout, and after the marketing campaign’s completion.
  - Distribute promotional materials to all optometrists and ophthalmologists in the area.
  - Develop programming specifically for those with visual impairment.
  - Connect with local nursing homes and assisted living locations.

Timelines & Actions

- May 2018
  - Design and print campaign materials (i.e. posters, bookmarks, etc.)
  - Create virtual tour video of Talking Books department
  - Prepare presentation for branches
  - Create and conduct surveys
- June 2018
  - Distribute campaign materials to all library locations
  - Create FAQ page on EVPL website
  - Make connections with doctors and nursing homes
  - Make presentations to library locations
- July 2018
  - Conduct program for visually impaired individuals
  - Create and release video for social media
- August 2018
  - Television interview promoting Talking Books
- September 2018
  - Conduct program for visually impaired individuals
- October 2018
  - Post photos of patrons using Talking Books on social media
  - Visit nursing homes/assisted living facilities to post flyers
  - Make displays of large-type books/audiobooks with bookmarks (World Sight Day)
- November 2018
  - Share virtual tour video on social media
- December 2018
  - Conduct program for visually impaired individuals
- January 2019
  - Highlight Talking Books service on EVPL podcast
- February 2019
  - Tie-in with “E is for Everyone” city campaign
• March 2019
  o Conduct program for visually impaired individuals
• April 2019
  o Create and post new flyer at all locations
• May 2019
  o Conduct surveys and compare with May 2018 results
  o Look at circulation numbers

Roles & Responsibilities
The actions listed above will be carried out by the coordinated efforts of the Marketing Team, the library graphic designer, and the managers of each location, under the guidance of the Engagement & Experience Team.

Budget
According to EVPL’s current Strategic Plan, the annual budget for programming and marketing are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming</td>
<td>$1,800</td>
</tr>
<tr>
<td>Marketing</td>
<td>$700</td>
</tr>
</tbody>
</table>

These figures reflect the funding for the entire library system; only a small portion would be allotted to this particular campaign as the majority must be used to maintain current programming and marketing needs. Most aspects of this campaign will be produced in-house, so the minimal funding available will be primarily directed toward outsourcing bookmark printing and purchasing programming materials.

Communication
In this campaign for Talking Books, EVPL will observe the following “P’s” of marketing: place, people, promotion, and price. Currently, Talking Books suffers from lack of public awareness, even as the staff provide excellent, 24/7 service to existing patrons; thus, this campaign strives to make these materials even more readily available by evaluating and improving the Place. Next, the campaign involves a wide variety of People, after ensuring they are knowledgeable about the topic and ready to encourage patrons to check out Talking Books. Third, Promotion will be a vital aspect of the campaign as library staff communicates the value of this overlooked department through word-of-mouth, social media, and more. Lastly, campaign advertising will make sure to mention the Price of the service (free!). These elements are discussed further in this section.
Promotion

Visual and physical impairment slices across all demographics of the populace, affecting all genders, races, ages, etc. Many individuals within this group rely on friends and family for news. As a result, marketing to such a diverse sub-section of the community can be challenging and cannot rely on a single method to get the word out. Thus, a wide variety of mediums are to be employed, including social media, radio, television, and various printed paraphernalia. All of these must be unified via integrated marketing communication to ensure a clear, consistent message. The same brand, logo, phrasing, and message will be used in each case, adjusted only to make best use of each medium.

The marketing campaign is also unified around one idea: connection. By including an overlooked sector of the populace and letting the public know about an underused resource at EVPL, the library can connect with new patrons and create wonderful experiences for them. While circulation and other statistical numbers will help evaluate the success of the campaign, the true impetus—the “big picture”—is that concept. This is reflected in the wide variety of advertising avenues, integrated branding, and promotional activities and programming.

One such special event works on the “dinner and a movie” theme, where a classic film with Descriptive Video Service will be shown at the library for patrons with visual impairment. This evening event is sponsored by a new local restaurant, which is providing coupons for a free meal for all attendees. This event has a number of motivations:

1. It encourages connection: the library with potential patrons (and vice versa), friends, family, and general community.
2. It promotes a forgotten sub-section of Talking Books—the Descriptive Video Service film collection—and possibly generates enough interest to gain funding for more videos.
3. It’s a fun activity for people who may not be able to go to a movie theater due to visual impairment.

Message

The message of this marketing campaign is best explained with the AIDA method.

- **Awareness:** Based on current data and informal surveys, the Talking Books department is severely underrepresented, both to the public and to library staff. This marketing campaign endeavors to remedy that situation by a combination of internal presentations and physical and virtual promotion.
- **Interest or Desire:** Once people become aware of the existence of Talking Books, it’s important to convey the value of the service. This portion of the campaign will employ an infographic flyer, bookmarks with QR codes, and a video of patrons enjoying the service.
• **Action:** Lastly, programming and personal demonstrations of materials will involve potential and current patrons, with the end result of increasing circulation by gaining more patrons.

**Branding**
The branding for this marketing campaign is simple, designed to work well for audio advertisements as well as visual.

• **Logo:** While unassuming, the green square mirrors the design and color of the “play” button on the special equipment issued by Talking Books. It also accounts for the current re-branding process undertaken by EVPL, which will feature an empty square as part of the new logo.

• **Name:** The name “EVPL is for Everyone” plays on the recently created tagline for the city of Evansville, IN (“E is for Everyone”), demonstrating both the desire for community and inclusivity within the library as well as connection with the outside world.

• **Tagline:** Catchier taglines were considered, but most did not translate well to audio advertisements, which are a vital resource for reaching this market segment. Thus, it was decided that a purely informative tagline was more appropriate in this instance.

**Colors:** Black & Green (#08a329).

**Typography:** Playfair Display (48 & 24 px)

**Public Relations**
This marketing campaign will rely on several popular public relations strategies that have proven effective for promoting Talking Books and other services within EVPL. These include but are not limited to: word-of-mouth marketing (WOMM), social media marketing (SMM), news stories, and elevator speeches.

**Sample Elevator Speech:**

**Patron:** My dad always was a huge bookworm, but he’s stopped reading now. It’s too hard on his eyes.

**Librarian:** We have a great selection of large-type books. Has he tried any of those?

**Patron:** Yes, they’re still too difficult. I got him some audiobooks, but the CD player was too confusing for him.

**Librarian:** I know of something that may help! Have you heard of Talking Books?
Patron: No, what’s that?
Librarian: Talking Books is a free, personalized service that provides thousands of audiobooks to patrons with visual or physical disabilities. They don’t even have to come into the library if they don’t want to! The books are delivered through the mail, free of charge, and play on a specially-designed, easy-to-use equipment. Does that sound like something he would be interested in trying?
Patron: Sure! Where can I learn more about it?
Librarian: Here’s a pamphlet that explains all the details about the service and how to sign up. There’s a link on our website that has answers to a lot of common questions as well.
Patron: Thanks. I’ll check it out!
Librarian: Glad to help!

Publicity
Printed materials are an integral aspect of most marketing campaigns. While the market segment targeted by this campaign may not be reached by such efforts, their friends, family, and other community members may be informed this way. Thus, a variety of printed advertisements will be used, including, but not limited to:

- Bookmarks
- Flyers
- Table Tents
- Business cards

The NLS has issued several informational pamphlets, a magnet, and a bookmark featuring Braille. Since their design is not complementary within the grouping, it was not considered in the design of new advertisements (See Appendix). They will continue to be circulated as needed, without redesign.

Advertising
While EVPL continues to partner with local companies for some purposes, the marketing campaign for Talking Books will be almost exclusively in-house via physical/virtual advertising and other promotions. The reasons for this are twofold.

1. Given the number of counties served by Talking Books, local businesses, restaurants, and companies do not stand to gain very much by partnering with the EVPL in this particular instance.
2. A high level of sponsorship may be misinterpreted as “selling out” rather than community involvement. To avoid this possibility, sponsorship will be kept to a minimum.
That being said, there is one program event which will feature coupons sponsored by a local restaurant as an incentive. It is a mutually beneficial arrangement; it goes with the theme of the program (dinner and a movie) and provides free incentives for library use, while promoting the new restaurant to a part of the community which it may not be able to reach.

Advocacy
EVPL’s current Strategic Plan does not include any mention of advocacy, an oversight which needs to be addressed soon. Advocacy is an important aspect of marketing, as it intentionally garners public support for individual causes or policies within an organization. By highlighting the value of the organization—in this case, a library—it answers the question of why libraries are a significant part of society by informing the public about what libraries actually do, in addition to addressing the immediate topic (i.e. internet safety). Such a plan does not simply spring into existence on its own, which is why the American Library Association offers a number of resources for the development of one. Some paraphrased key points to include:

- Have a clear goal in mind (i.e. new policy, more money, etc.)
- Develop the story – key points, why it’s important, audience reaction, etc.
- Involve everyone – library staff, patrons, local celebrities, etc.
- Keep the focus on the patron/community needs, rather than the library’s.
- Make it easy to help – small tasks, clear instructions, support from the library.
- Reach outside library walls – schools, coffee shops, etc.
- Create a list of contacts for ease of communication
- Be consistent!

Internal Marketing
A crucial aspect of this marketing campaign is to educate library staff about the existence of and materials within the Talking Books department. This will be accomplished via brief presentations at each location as well as distribution of sample pamphlets, flyers, bookmarks, etc. Prior to the release of these materials and further promotion to the public, a group email will be sent out to remind employees about the marketing campaign and prepare them for upcoming programming and displays. A link to the Talking Books FAQ page will be provided as well. All employees will be encouraged to ask any questions they have, to ensure that they are equipped to discuss and promote the service with patrons.

**Evaluation**

Several methods of evaluation will be employed to determine the success of this campaign. They can be roughly divided into two types: quantitative and qualitative. By including both types of data and a variety of resources, it is hoped that a more well-rounded picture of the campaign will be gained, benefitting the subsequent assessment.

- **Quantitative Methods:**
  - Visits to Talking Books webpage
  - Number of social media interactions with campaign advertising
  - Some survey questions (See Appendix for full survey)
  - Program attendance numbers

- **Qualitative Methods:**
  - Comments on social media
  - Some survey questions (See Appendix for full survey)

**Reflection**

At the construction of this document, EVPL’s Talking Books department is in a state of stagnation; that will not remain the case after the conclusion of this marketing campaign. To be honest, few if any of the methods detailed here are revolutionary in nature; rather it is the application of that which has not been used which is exciting. Whether that method is something as seemingly simple as word-of-mouth marketing or a paper flyer or something more sophisticated like a video shared on social media platforms, the fact remains: there is the potential for growth and connection on so many levels. With the word flooding every channel regarding the wonderful service, it is sure to see an increase in patronage and circulation. Thus, it is with hope that EVPL looks toward the future of Talking Books at this location.
Appendix

Publicity Materials

Ready-to-use publicity materials are on the subsequent pages in the following order:

- Bookmarks (p.
- Business cards (p.
- Table tents (p.
- Flyers (p.
To learn more, please contact us!

- Braille and large print
- Tactile books for the visually impaired

**EYPl is For Everyone**
Struggling to read large-type books?

Check out Talking Books!

It's a free service for the visually impaired, providing specially-designed audio-books, movies with descriptive video service and onsite assistive technology workstations.
We SEE You!

Audiobooks with an easy-to-use player

Onsite assistive technology workstation

Films with Descriptive Video Service

Located at Central Library in Evansville, IN

Talking Books

It’s a free service for the blind, visually impaired or physically handicapped, providing access to library materials and technology.

Speak with a librarian today about registering!

For more information:
200 S.E. Martin Luther King Jr. Blvd.
Evansville, IN 47713
(812) 428-8235
evpl.org/services/tbs

EVPL is for Everyone

Talking Books for the visually impaired
Survey for Evaluation
Instructions: Survey may be completed by patron or another individual under the patron’s direction.

Please complete this anonymous survey about Talking Books:

How often do you use this service? ____________________________

Which do you use most often:
Audiobooks  Technology Workstations  DVS Films  Other: _________

How did you find out about this service? ____________________________

What’s the best part of this service? ____________________________

____________________________________________________________________________________

What could be improved? ____________________________

____________________________________________________________________________________

What sort of programs would you like to attend at the library?
____________________________________________________________________________________

Please rate the following on a scale of 1 (poor) to 5 (excellent):

Talking Books customer service:  1   2   3   4   5

Talking Books collection of audiobooks:  1   2   3   4   5

Programs for visually impaired individuals:  1   2   3   4   5

Overall satisfaction with Talking Books service:  1   2   3   4   5

Demographic Information:

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Thank you!
Additional References:

Anderson, M. & Perrin, A. (2017). Disabled Americans are less likely to use technology. *Pew Research Center*


