

Talking Books Week Was Successful

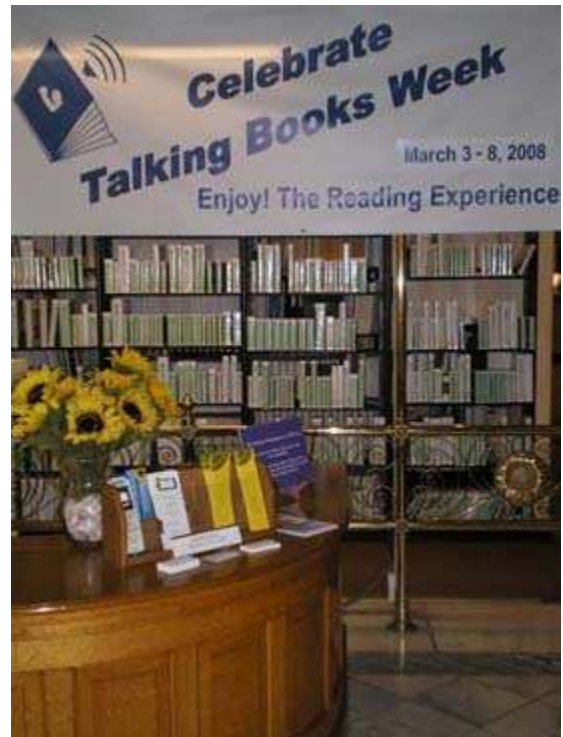
by Janie Rutherford, Communications Specialist

OK, “wildly successful” might be a bit of a stretch, but by all accounts the first Kansas Talking Books Week was successful on many levels.

The participation by the Talking Books Regional Libraries was unanimous. Centers displayed the vinyl banner, set up displays for local patrons to enjoy, distributed application forms, and made contacts through local media.

Print articles featured librarians, patrons, and program specialists from various libraries across the state. Television coverage focused on the opportunity to help the print-impaired in our communities get signed up for the Talking Book program. And, finally, radio interviews gave public affairs programming a new look at the services in local libraries. Talk-radio also included an interview on Wichita’s Disney Radio channel to share the message with adolescents. Overall, it was a great week, and we continue to enjoy response to the events.

Celebrity readers on the State Library of Kansas website encouraged new visits to our website, www.kslib.info, and hopefully awakened some patrons to new and interesting books read by our wonderfully cooperative state officials.



***"Celebrate Talking Books Week" Banner
Decorates State Library of Kansas Lobby***



***Topeka & Shawnee County Public Library set
up a display table in the rotunda for Talking***

As we go through the next several months, additional new materials will become available to promote the use of Talking Books through all Kansas libraries. Posters, window-clings, and new customer-friendly “how to use the service” pieces will be available for use in presentations to community groups, nursing home residents, and others.

Books Week. The first day it was manned by a staff member and 14 applications were handed out.

We look forward to continuing to share this outreach service with libraries and librarians across the state.