



325 West State Street  
Boise, Idaho 83702

p. 208.334.2150 | 800.458.3271  
f. 208.334.4016

## NEWS RELEASE

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**Information Contact:**

Sue Walker, Idaho Commission for Libraries 208.344.2150 or sue.walker@libraries.idaho.gov  
Teresa Lipus, Idaho Commission for Libraries 208.344.2150 or teresa.lipus@libraries.idaho.gov

### **“Never Stop Reading” campaign kicks off in southwest Idaho**

BOISE, ID – 3,100 readers currently use the Idaho Talking Book Service (TBS), which loans materials in audio format to people unable to read standard print due to a physical disability. The service includes mailing reading materials to the homes of eligible Idahoans, from preschoolers to centenarians, at no cost to users.

To raise awareness and extend the reach and impact of TBS to eligible users across the state, the Idaho Commission for Libraries has kicked off a “Never Stop Reading” statewide outreach campaign. The Commission contracted with an Idaho firm to produce a public service announcement (PSA) that provides information about TBS to potential users and their families and friends. This 30-second PSA focuses on the variety of titles available to TBS users and features five current or former TBS users.

The campaign targets different regions of the state at different times, beginning in southwest Idaho October through December. Northern Idaho will be targeted January through March, and eastern and southeastern Idaho will be targeted April through June 2012. During each of these times the PSA will air on television and radio stations in the targeted regions.

“The Idaho Talking Book Service, one of the statewide services offered by the Idaho Commission for Libraries, is instrumental in ensuring that Idahoans with visual or other physical disabilities have access to books and magazines,” said State Librarian Ann Joslin. “Over 70,000 titles are available through the National Library Service, and nearly 1,000 titles of regional interest have been recorded locally at the Commission. With the easy-to-use digital players introduced in 2010, the users’ ability to download books and magazines themselves if desired, and the tremendous TBS customer service we provide, we want to make sure that all eligible users know about this opportunity to bring the world of reading to their mailboxes.”

Additional information about the Idaho Talking Book Service is available at:

<http://libraries.idaho.gov/landing/talking-book-service>. To air the PSA, contact Jason Russell at 208.440.2515 or [jason@catalystid.com](mailto:jason@catalystid.com).

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The Idaho Commission for Libraries (ICfL) assists libraries to build the capacity to better serve their clientele. To learn more about ICfL, visit <http://libraries.idaho.gov/>.