

Say Yes to TBS
Talking Book Service Promotion
October 1, 2017-March 31, 2018

The Idaho Talking Book Service (TBS), sponsored by the Idaho Commission for Libraries, is underutilized throughout the state. A six-month promotion designed to help libraries better understand and promote this free service to members of their communities who no longer can read standard print due to a physical disability will be launched at the upcoming Idaho Library Association conference.

Promotion Purpose:

1. To educate library staff about TBS services and how it can help them better serve their clientele;
2. To provide TBS promotional materials to libraries;
3. To increase the ability of library staff to register their users for TBS; and
4. To provide an opportunity for policymakers to learn about TBS at their local libraries and meet TBS users

The promotion consists of three components which are described below. Libraries may participate in any of the three components they would like by registering and requesting supplies here: <https://form.jotformpro.com/icfl/yes-to-tbs>. If registered by October 4, supplies can be picked up at the ILA conference.

- **Option 1:** TBS promotion kit. Kit contains:
 - TBS brochures in English and Spanish
 - TBS posters
 - TBS applications
 - TBS bookmarks
 - Braille bookmarks
 - Staff information about TBS and how to register users
 - Say Yes to TBS buttons for staff members
 - TBS digital player and demo cartridge if needed

Libraries agree to:

- Place the posters in their libraries
- Display the player and brochures in their libraries
- Share information about TBS with staff
- Place a link to the TBS website on their website using the banner available here: <http://libraries.idaho.gov/node/9123>. Contact Edgar Correa at ICfL with questions about downloading the banner.

- **Option 2:** Louis Braille celebration, January 4, 2018 (Louis Braille's birthday). Libraries receive:
 - 1 print copy of *Six Dots: A Story of Young Louis Braille*
 - 1 print/Braille copy of *Six Dots: A Story of Young Louis*

Libraries agree to:

- During the first two weeks of January 2018, hold a program and invite policymakers. The program should highlight Talking Book Services, services for those with disabilities, or better understanding persons with diverse abilities and needs. Use of the two books is encouraged, but not required.

TBS staff will notify all the TBS users in each participating library's service area about the celebration and invite them to attend if possible or share a story about what TBS has meant to them.

- **Option 3:** Social media campaign: A firm has developed Facebook posts, tweets, memes, a TBS factsheet, and three (3) sample articles for libraries to incorporate into their social media tools from October 1, 2017-March 31, 2018. The social media posts can be downloaded here:

<http://libraries.idaho.gov/node/9123>

Thanks for participating in this statewide campaign. Please contact Sue Walker, Library Consultant at ICfL, with questions, or stop by the TBS vendor table at the upcoming ILA conference.

