

**Idaho Talking Book Advisory Committee Meeting**  
**Wednesday, March 5, 2014**  
**9:30 am-1:30 pm**  
**Idaho Commission for Libraries**  
**River Room**

**Meeting Purpose:** To remain current with Talking Book Service items

**Desired outcomes:** By the end of the meeting, participants will:

1. Select Postal Carrier of the Year
2. Share member updates
3. Identify potential outreach opportunities
4. Review progress on BARD action plan
5. Receive NLS updates

Meeting leader: Sue Walker,  
 Facilitator: Tina Schilling  
 Recorder: Stephanie Bailey-White

**Agenda**

Meeting set-up: meeting purpose, desired outcomes, roles, agenda review, ground rules, decision making	Tina	<ul style="list-style-type: none"> <li>• Present</li> <li>• Agree</li> </ul>	10 min.
Ice Breaker	All	<ul style="list-style-type: none"> <li>• Present</li> </ul>	15 min.
Postal Carrier of the Year Selection	All	<ul style="list-style-type: none"> <li>• Present</li> <li>• Discuss</li> <li>• Decide</li> </ul>	30 min.
Postal Carrier of the Year next steps	All	<ul style="list-style-type: none"> <li>• List</li> <li>• Assign</li> </ul>	15 min.
Committee member updates	All	<ul style="list-style-type: none"> <li>• Share</li> <li>• Discuss</li> </ul>	25 min.
Outreach discussion/updates	All	<ul style="list-style-type: none"> <li>• Share</li> <li>• Clarify</li> <li>• Decide on any next</li> </ul>	30 min.

		steps	
BARD Action plan	Sue, all	<ul style="list-style-type: none"> <li>• Update</li> <li>• Share statistics</li> <li>• Next steps</li> </ul>	15 min.
Newsletter format change	Sue, all	<ul style="list-style-type: none"> <li>• Share</li> <li>• Clarify</li> </ul>	15 min.
Break	All		25 min.
NLS review recommendations	Sue, all	<ul style="list-style-type: none"> <li>• Share</li> <li>• Clarify</li> <li>• Next steps</li> </ul>	25 min.
NLS updates	Sue, all	<ul style="list-style-type: none"> <li>• Share</li> <li>• Clarify</li> </ul>	20 min.
Next Steps	All	<ul style="list-style-type: none"> <li>• List</li> </ul>	10 min.
Meeting Review	All	<ul style="list-style-type: none"> <li>• Plus/Delta</li> </ul>	5 min.

**Present:** Holly Jackson, Jeanne-Marie Kopecky, Nancy Wise, Sue Niewenhous, Sue Sebranek, Valerie Duffy, Pam Bradshaw, Judy Mooney, Loretta Paine, Steven Bailey, Terri King, Stephanie Bailey-White, Sue Walker, Tina Schilling

**Select Postal Carrier of the Year:** TBS patrons have nominated candidates. 86 entries were submitted, up from 76 last year. Criteria are that the postal carrier has done something for them and has to deal specifically with TBS services. Sue S. and Mary Ellen helped narrow down the applications down to 22 and the three committee members narrowed those down to four. Sue said it was harder to choose this year. Remind people that the postal services will deliver to people's door if requested. Nominees were discussed. Gretchen Young was selected. She is from Boise and was nominated by Betty Jordan.

Next steps in the process are to plan the presentation. Sue S. would like to attend, and others are invited. Did the presentation in the post office and invited public librarian, nominee, had light refreshments and a plaque, letter from State Librarian, and banner declaring them the Postal Carrier of the Year. Followed up with postal service letter and media releases. Maybe try 7's Hero? Put in newsletter and ICfL Blog.

**Committee members reported on recent activities:** weeding and a systems upgrade have kept customer service reps busy. LCSC has a new JAWS service,

Linda is a new hire in the position that Patrick, our recent retiree held. TBS will cease circulating old yellow cassette players July 1, 2015. Val reported that blind vets are some of the best advocates for TBS. They really talk it up to new blind vets. Loss of WWII vets has been difficult. Office of Rural Health grant is providing a position which will allow more home visits and rehab. Barbara should be a good advocate for TBS services as well. ICBVI has been busy with clinics. Boise training day is April 16-18 and TBS might have a presence there or have a field trip here. Will do the same thing in Twin Falls and Idaho Falls in June, Pocatello in April, CDA in September. Sue offered to help promote those. Sue S. has been reading some unrated audio books and said the quality has not been consistent and some are pretty bad. The NLS has entered into agreement with commercial audio producers to make some of these available to expand collection. When NLS produces TBS books they include information about content such as violent, strong language, or sexual content.

Jeanne-Marie said they have some assistive technology workshops with hands on time that included an audio book session. Family Day on April 5 in this area will include audio books. Bookport Lessons is another resource. ISBD staff serves seven regions and does a lot of home visits. Staff works with children from birth to age 18. Have a close working relationship with Infant Toddler Program.

Portneuf has a new TBS display that is generating some interest in the program. Holly does outreach to nursing homes and rotates large print materials, audio books and DVDs. She will look into a demo machine down the line.

Seedlings is a Braille source for children's books. Twin Vision books are also nice. American Printing House for the Blind is another source. National Braille Press too.

ISBD also has tubs of books and toys that families can check out.

**Outreach Ideas:** TV and radio PSAs are running off and on. Sue asked if members had suggestions for promoting the program. Senior News or directories might be an option. Informational Fairs have also been used successfully. We are trying to reach more people who have physical disabilities as well. Refer a friend – use TBS Patrons as “ambassadors” for the program. It is hard to hear about health fairs and opportunities outside the Treasure Valley. Suggestions: promote through Lions service clubs. Valerie suggested contacting Lion Henry Cardinale at home:

377-3845. Strengthen relationship with IPUL, Neurologists, Developmental Preschool Programs and Special Ed Teachers.

Consider updating PSA or paying for airtime on Channel 7 or specific shows or times. Sue will be doing an outreach visit in the Idaho Falls area. Judy is doing one in April.

**BARD usage** – active users are 731 out of 3100, about 22%. 8,850 circs in the past three months. Fewer numbers of people who are doing the bulk of downloading – power users.

**Ideas for increasing usage:** promote downloads at public libraries. Have volunteers help download (privacy issues might be a concern here).

**Download on Demand:** When staff or patrons request books, the software downloads them at night and a volunteer copies them onto a cartridge to those requesting them. People do have to request specific titles. Download on demand must be returned vs. downloading on their own that they get to keep. Cartridges cost \$6 each so CSRs try to balance use and needs.

**Newsletter format change:** 185 get the newsletter on cassette now. By early summer staff plans to distribute on cartridge. Will send a survey to ask what format users prefer. Can also read online or listen as a podcast. Question about text of letter: Do people understand what a digital cartridge is (even with the text “playable on small black digital player”)? Recommended to change to: “Playable on black playback machine”

**NLS Recommendations:** Sue clarified that TBS performs a CMLS reconciliation with the KLAS database last summer so the next one will be in 2015.

Jeanne-Marie suggested using contracted Braille to meet the recommendation regarding developing a small Braille collection.

Sue will be working on all the recommendations. In spring 2015 NLS will do another site visit and provide recommendations.

**NLS Updates:** NLS continues to circulate magazines on cartridge. Batteries are not as robust as was hoped. They are working on fixing the design issue. NLS has

a cartridge cable for no charge and TBS will promote its availability. Still working on an Android app for BARD. NLS will update the i-device app soon. Every two years, NLS has a conference in May. Sue and Sheila Winther will be attending this year's in Oklahoma City.

**Meeting Review:** Pluses -- Tina and Stephanie's work, lunch was good, new members! Deltas -- Parking during the legislative session and some members were missing

Next meeting: Wednesday, June 4, 2014, 9:30 a.m.-1:30 p.m., Idaho Commission for Libraries