

Tip Sheet on How to Promote the Talking Book Program in Your Community

- ✪ Create a display with Talking Book Program bookmarks, brochures and applications (available in English and in Spanish—you can download applications at www.TexasTalkingBooks.org). Make sure the display is in a prominent place.
- ✪ Have your local library become a demonstration site. Each site will receive a Talking Book cassette player and sample tapes (such as Texas Monthly, Sports Illustrated for Kids, a book in English and a book in Spanish). Call 1-800-252-9605 to request an application.
- ✪ Host a community Talking Book Open House at your library. Have a registration table available and demonstrate how the program works. Send out press releases and invite your local media to see first hand how you are reaching out to serve those with disabilities in your community.
- ✪ Host a storytime at your library that provides a teaching opportunity about Braille and people with disabilities. Use storybooks about Louis Braille, who invented the system when he was just 14! We can provide you with Braille alphabet cards or Braille rulers as free give aways. Children love the fact that Braille is a secret code—have them write messages using the Braille alphabet. End with a discussion about how some people read with their fingers and some read by listening.
- ✪ Create an exhibit in your school, library or house of worship about Famous Texans with Disabilities. For resources go to the Governor’s Committee on People with Disabilities web site: <http://www.governor.state.tx.us/divisions/disabilities/resources/history>
- ✪ Call your school districts and talk with the directors of special education. Ask if they know that they can download the “Classroom Guide to the Talking Book Program” booklet at www.TexasTalkingBooks.org.
- ✪ Ask your local paper to do a story about the Talking Book Program. Use the press release that we provide in the Talking Book Online Organizing Kit. Personalize the information using information about the number of people we estimate are eligible in your county. The Library of Congress estimates that 1.4 % of the total population have a qualifying disability. Your county population X 1.4% = local eligible population.
- ✪ Place a camera-ready ad in your organizational or house of worship newsletter. Camera-ready layouts for bookmarks also are available – contact our public awareness coordinator.
- ✪ Talk about the program with your physician, optometrist and other medical service providers. Ask them to promote the program to their eligible patients.
- ✪ Talk with your friends, family and neighbors about the program. Remind them that temporary disabilities may also qualify individuals for the program.

Talking Book Program Qualifications at a Glance:

- ✪ Individuals qualify if they:
 1. Have prescription glasses, yet are unable to read standard print material without additional magnification devices
 2. Have physical limitations that prevent them from holding books or turning pages for an extended period of time
 3. Are legally blind
 4. Have reading disabilities due to an organic dysfunction
 5. Have severe chemical allergies that prevent them from reading a book
- ✪ Remember: you may qualify with a **temporary disability**. We have patrons recovering from strokes, challenged with severe fatigue due to illness, in hospice, recovering from severe accidents, etc. As long as they currently meet one of the qualifying disabilities, they may be enrolled with a temporary disability.

For more information contact:

Public Awareness Coordinator, Talking Book Program
Texas State Library and Archives Commission

800-252-9605 or 512-463-5452 or email at tbpinfo@tsl.state.tx.us

For helpful materials or to Download applications, go to: www.TexasTalkingBooks.org