

National Library Service for the Blind and Physically Handicapped

Best Practices from the Network: Spreading the Word About NLS

December 12, 2011

The **New Jersey State Library Talking Book and Braille Center (TBBC)** last year used the state's open-records law to get the addresses of 92,000 residents who checked the "Blind or Disabled" box on their state tax returns. The library sent these residents flyers inviting them to "Push play to expand your literary horizons." The flyers provided some background on TBBC and its offerings, and included a tear-off card that could be returned to the library for more information. According to **Erin MacCord**, TBBC development officer, 3,000 new patrons signed up as a result. She and TBBC director **Adam Szczepaniak** say they are planning another mailing in June 2012 using an updated list from the tax department. "It's the quickest, cleanest, cheapest way to start adding patrons," MacCord says. A federal appropriation shepherded by New Jersey Rep. Rush Holt paid for the outreach effort. E-mail MacCord at emaccord@njstatelib.org to find out more.

The **Southwest Georgia Library for Accessible Services** has been training county librarians to be Library for the Blind liaisons and talk about the talking-book and braille program. Subregional librarian **Susan S. Whittle** says the library also uses a PowerPoint presentation in meetings with chambers of commerce, Kiwanis and Rotary clubs, and other civic organizations. You may view it at www.swgrl.org/Presentation.pptx or www.swgrl.org/Presentation.pdf.

What is it?

- ▶ One of nine subregional libraries and outreach advisory centers in the state of Georgia
- ▶ Currently serves a 22 county region
- ▶ Houses a large collection of recorded materials for patrons who are blind or physically handicapped
- ▶ All materials mailed free of charge!



"Reading Our Way to the Arizona Centennial with Talking Books" was the theme of the **Arizona Braille and Talking Book Library's** open house on October 21. Assistant Secretary of State Jim Drake presented NLS 10-Squared certificates and pins to three centenarians who attended the open house.

Arizona will celebrate 100 years as a state on February 12, 2012. One centennial project will be the development of a literary map of Arizona that includes the best books set in or written about the state during the past century. Director **Linda Montgomery** says the Braille and Talking Book Library has committed to record any of those titles that are not yet available in audio format.

To share your event with the network, e-mail Jane Caulton at jcau@loc.gov.



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