

# Public Education Materials

The NLS Publications and Media Section is considering options for serving the public education needs of the network of cooperating libraries in the current economy of budget cuts and staff reductions. To ensure the effective use of government funding, we need to know what products are working for you and what new public education materials you would like to see. Please take time to carefully consider and respond to the following queries. NLS will then analyze network responses and take the necessary steps to address your concerns.

**1. In the space below please enter your library's name.**

**2. In the space below please enter the city, state, and zip code of your library.**

**3. In the space below please enter your name and title.**

## Section 1: Posters

NLS has issued posters to the network to help libraries establish a presence in their communities, allowing those who need their services to find them. The posters and their themes may be viewed at [www.loc.gov/nls/networkdocs/mediaservices/posters2010.html](http://www.loc.gov/nls/networkdocs/mediaservices/posters2010.html).

**4. Please tell us if you have used any of these posters in your public education efforts:**

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**5. For each of the poster themes noted below, please indicate its usefulness to your public education efforts on a scale of 1–4 as follows: 1—Not useful; 2—Somewhat useful; 3—Useful; 4—Very useful. To answer, select the appropriate response from the drop-down box below.**

	Rating
A. Braille Books Open Up Your World	<input type="text"/>
B. Take a Break with a Digital Talking Book	<input type="text"/>
C. Digital Talking Books at Your Service	<input type="text"/>
D. Relax . . . Read a Talking Book	<input type="text"/>
E. Time for a Digital Talking Book	<input type="text"/>
F. Take Reading in a New Direction	<input type="text"/>

**6. Posters are issued in three formats: 8-1/2" x 11" easel, 8-1/2" x 11" wall, and 22" x 17" bulletin board. Please rate the usefulness of each size on a scale of 1–4 as noted above.**

	Rating
A. 8-1/2" x 11" easel	<input type="text"/>
B. 8-1/2" x 11" wall	<input type="text"/>
C. 22" x 17" bulletin board	<input type="text"/>

**7. Posters are published on three-year cycles, with one new poster released every six months. Please rate the usefulness of this process on a scale of 1–4 as noted above.**

	Rating
Poster release cycles	<input type="text"/>

**8. What else would you like us to know about the posters that NLS provides?**

## Section 2: Photomurals

NLS makes available for loan photomurals for use in libraries and at exhibit conferences.

**9. Please tell us if you have used any of these photomurals in your public education efforts:**

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**10. For each of the photomurals noted below, please indicate its usefulness to your public education efforts on a scale of 1–4 as follows: 1—Not useful; 2—Somewhat useful; 3—Useful; 4—Very useful.**

	Rating
A. There's More Than One Way to Read Music	<input type="text"/>
B. Good Books Are Like Good Friends	<input type="text"/>
C. Take a Break with a Digital Talking Book	<input type="text"/>
D. Take Reading in a New Direction	<input type="text"/>
E. Relax...Read a Talking Book	<input type="text"/>
F. Digital Talking Books at Your Service	<input type="text"/>

**11. Photomurals are issued in two formats: 7' backdrop and 3' wide banner. Please rate the usefulness of each size on a scale of 1–4 as noted above.**

	Rating
A. 7' Backdrop	<input type="text"/>
B. 3' Banner	<input type="text"/>

**12. What else would you like us to know about the photomurals that NLS provides?**

## Section 3: Images

NLS makes available on its website downloadable digital images of the photographs used in the poster series.

**13. Please tell us if your library has used any of these images:**

**14. Please tell us why you have used or not used the new NLS images.**

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**15. If yes, how has your library used these images? Check all that apply.**

- A. Flyers
- B. Brochures
- C. Posters
- D. Exhibits
- E. Other (please specify)

**16. NLS also makes available on its website downloadable digital images of historical photographs at [www.loc.gov/nls/networkdocs/historicalimages.html](http://www.loc.gov/nls/networkdocs/historicalimages.html). Please tell us if your library has used any of these images:**

**17. If yes, how has your library used these historical images? Check all that apply.**

- A. Flyers
- B. Brochures
- C. Posters
- D. Exhibits
- E. Other (please specify)

**18. NLS also makes available on its website digital images of photographs of the digital player system at [www.loc.gov/nls/networkdocs/mediaservices/dtbmimages.html](http://www.loc.gov/nls/networkdocs/mediaservices/dtbmimages.html). Please tell us if your library has used any of these images:**

**19. If yes, how has your library used these images? Check all that apply.**

- A. Flyers
- B. Brochures
- C. Posters
- D. Exhibits
- E. Other (please specify)

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**20. What else would you like us to know about these images?**

### Section 4: Brochures

NLS is in the process of updating the brochures it provides to libraries for their public education needs. During the past year, brochures for the following audiences have been released: general, commuting, youth/children, veterans, and Spanish-language. The Frequently Asked Questions brochure has also been updated to include information about the digital system.

**21. Please tell us if you have used any of the brochures in your public education efforts:**

**22. Please tell us why you have used or not used the new NLS brochures.**

**23. For each of the brochures noted below, please indicate its usefulness to your public education efforts on a scale of 1–4 as follows: 1—Not useful; 2—Somewhat useful; 3—Useful; 4—Very useful. To answer, please select the appropriate response from the drop-down box below.**

	Rating
A. Good Books—Good Friends	<input type="text"/>
B. For Those Who Have Served	<input type="text"/>
C. Frequently Asked Questions about NLS	<input type="text"/>
D. Reading Is for Everyone	<input type="text"/>
E. La lectura es para todos	<input type="text"/>
F. Take Reading in a New Direction	<input type="text"/>

**24. NLS makes available on its website downloadable copies of the brochures in PDF format, which can be customized with your library's address. Please tell us if your library has used any of these PDFs:**

Please tell us the reason for your answer.

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**25. Please rate the usefulness of having the brochure PDFs online.**

### Section 5: Postcards

During the past year NLS used two types of postcards to increase awareness of services available from network libraries. Postcards announcing availability of digital talking-book cartridges and players were available on request for network libraries to mail to their patrons and announcing the availability of the digital talking-book system to institutions (where NLS mailed postcards to residential facilities for the aging throughout the country). Please let us know if you found the postcards helpful by answering the following questions.

Digital talking-book players postcards--patron outreach

**26. These postcards were designed to inform patrons of the availability of digital talking-book materials. Libraries were encouraged to order these postcards in bulk to mail to their patrons. Did you order these postcards?**

**27. Did you mail the postcards?**

If no, please tell us why?

**28. What type of response did you receive?**

**29. What else would you like us to know about these postcards?**

Institutional outreach postcards

**30. These postcards were designed to inform institutions of the availability of the new digital talking-book players. Based on responses to a small pilot program, the postcards had tear-off panels for the institutions to complete and return to their network library. Did your library receive any of the tear-off requests for information?**

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**31. If yes, how many tear-offs did your library receive? Please write the number in the box below.**

**32. What else would you like us to know about these postcards?**

## Section 6: Last words

This concludes the survey. Thank you so much for taking time to help us learn about your public education interests and needs.

**33. If there is any other information you would like to share concerning public education materials, please comment in the box below.**