

Ohio Talking Book Program

Sublending Agency Training

The State Library of Ohio
June 4, 2014



BARD MOBILE APP

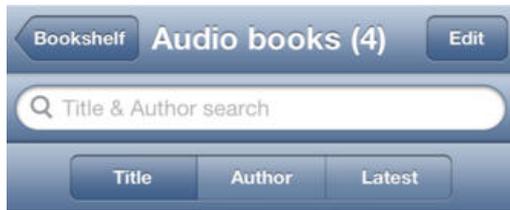
The BARD Mobile app provides access to Braille and talking books directly from the NLS Braille and Audio Reading Download (BARD). BARD contains nearly 50,000 books, magazines, and music scores in audio and Braille formats, with new selections added daily.

With BARD Mobile, you can play the audio materials on your iPhone, iPad, or iPod Touch. If your device is connected to a refreshable Braille display through Bluetooth, you can also read the Braille materials available on BARD.

Before you can use this BARD Mobile app, you must be registered with a Braille and talking-book library in the NLS network of cooperating libraries.

Download the free app and sign in with your BARD user name and password. You'll only need to do this the first time you use the app. The app contains a user manual that you may access through the Help feature.





Dogs on the couch: behavior therapy for training and caring for your dog

Lachman, Larry / Mickadeit, Frank



Downloading

R is for reading: library service to blind and physically handicapped children

Eldridge, Leslie / Library of Congress National Library Service for the Blind and Physically Handicapped

The true meaning of Smekday



The true meaning of Smekday

Rex, Adam

Two seeing eye dogs take Manhattan!: a love story

Burlingame, Lloyd

That all may read: library service for blind and physically handicapped people

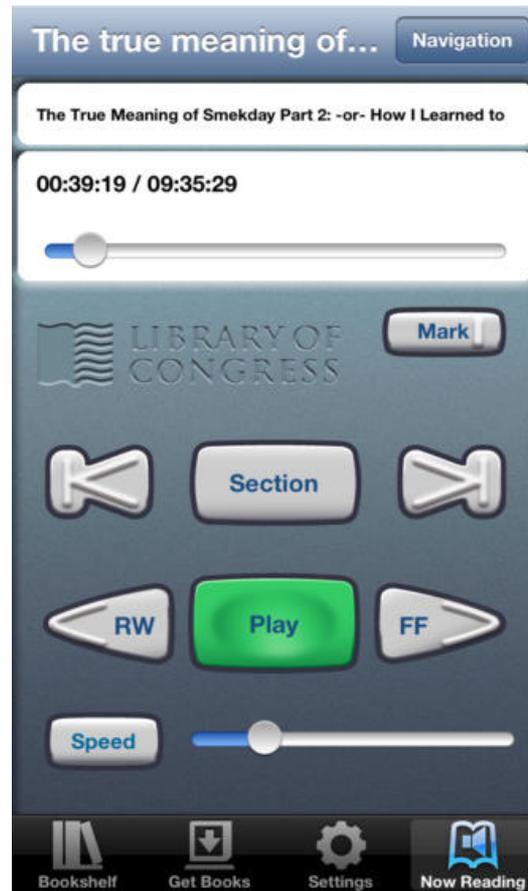
Library of Congress National Library Service for the Blind and Physically Handicapped

Dogs on the couch: behavior therapy for

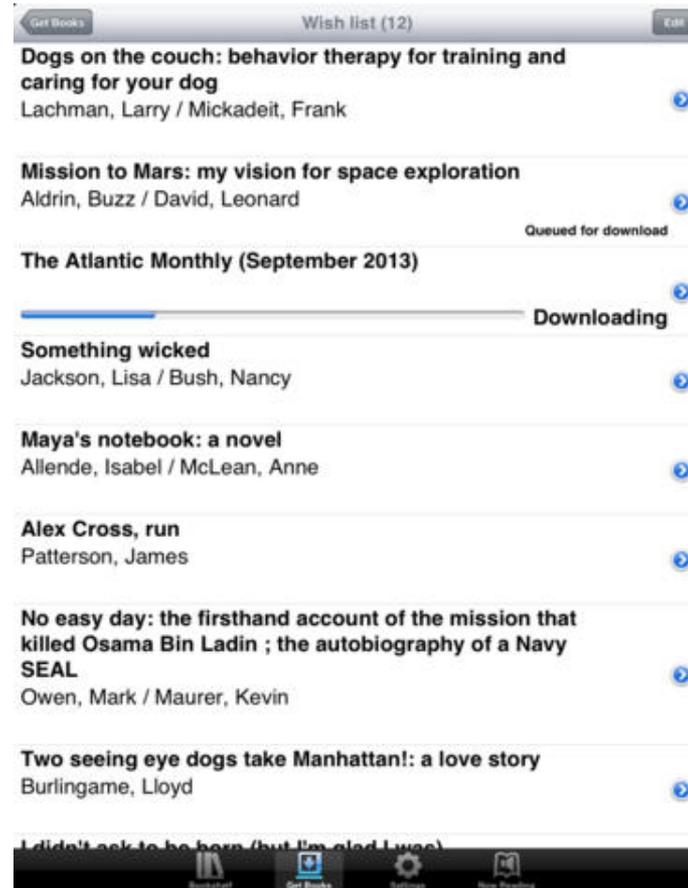


BARD MOBILE APP

Screenshot:
iPhone / iPod

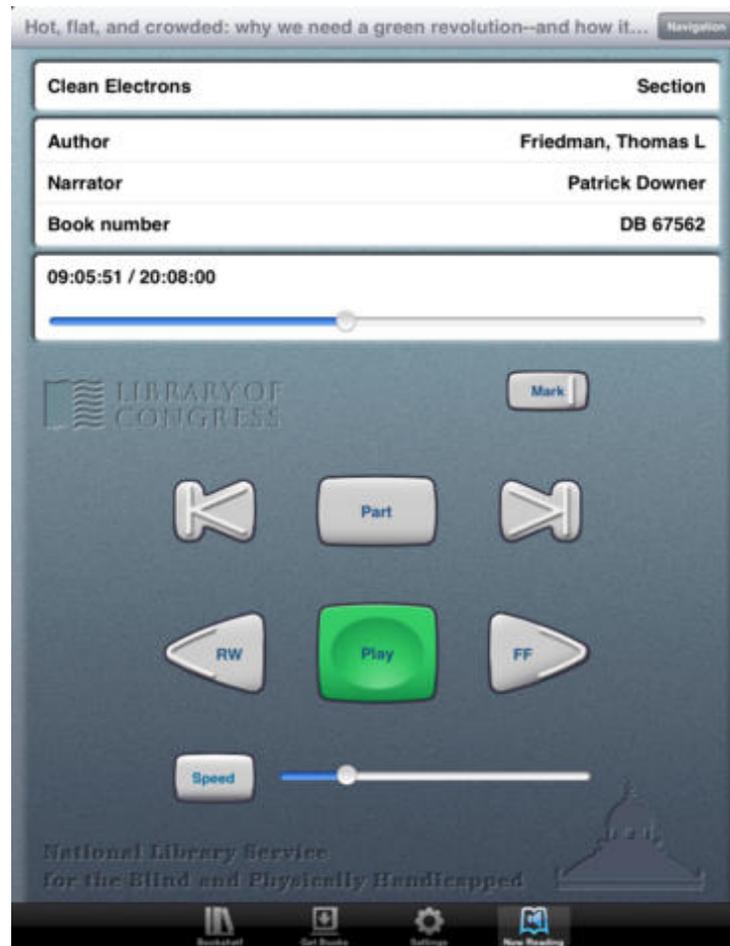


BARD MOBILE APP

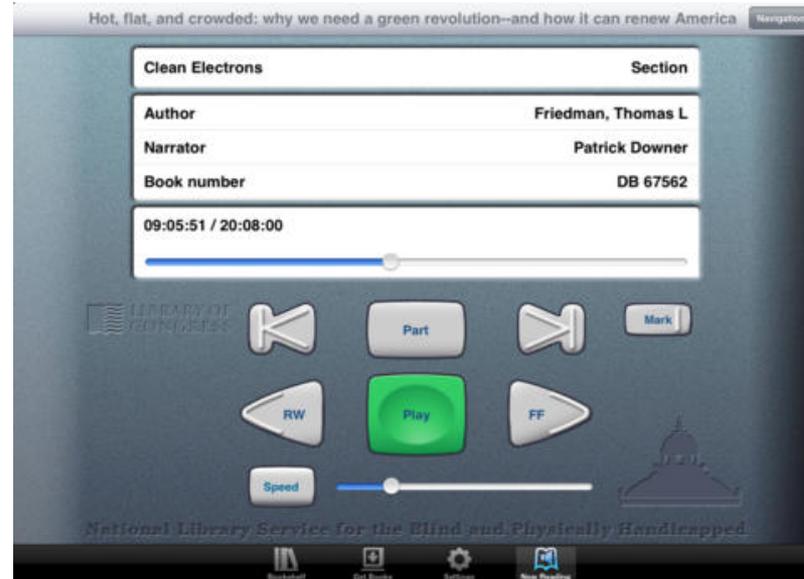
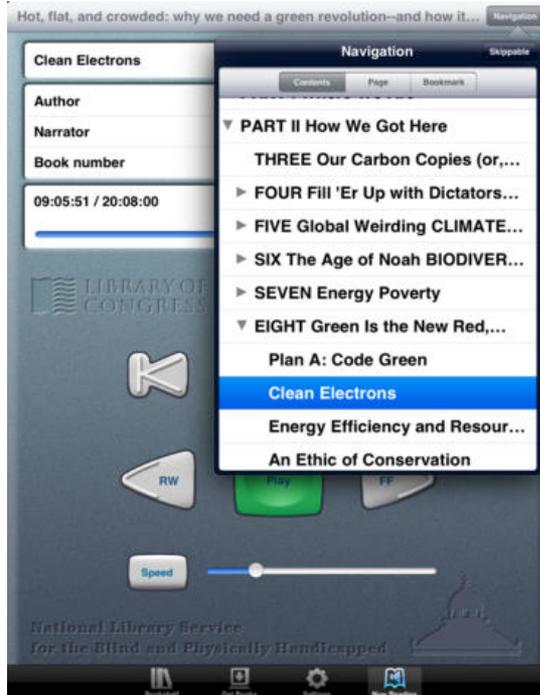


BARD MOBILE APP

Screenshot:
iPad



BARD MOBILE APP



OUTREACH

Computer-Mediated Communication Outreach and Promotion Project

PROJECT BACKGROUND AND DESCRIPTION

- In an effort to improve how OLBPD communicates with our readership, conducts outreach and promotes the service throughout the entire State of Ohio, and in response to the growing trend of more readers using technology that is becoming more accessible to people with disabilities, OLBPD is looking to progress the ways we communicate information to our readers and about our service using computer-mediated communication.



OUTREACH

PROJECT SCOPE

The objective of this project is to employ computer-mediated communication and evaluate its effectiveness as an addition to or an upgrade to our current modes of communication.

The goals for this project are:

- Open a new channel of communication with our readership using computer-mediated communication that is more timely and meaningful.
- Utilize computer-mediated communication to build a stronger online identity.
- Evaluate the effectiveness of computer-mediated communication in performing outreach and promoting this service versus our current methods.



OUTREACH

REQUIREMENTS

This project must include:

- Awareness that people with disabilities will be a priority and target audience
- Ability to ensure that all communication methods are accessible and usable for people with disabilities and those using adaptive technologies



OUTREACH

TASKS

- Survey consumers and service partners on ways OLBPD can connect with readers and potential readers
- Create an electronic mailing (email) address management database
- Employ a mass email delivery system
- Design an OLBPD electronic mail template for email communications
- Create an information and news sharing component on the OLBPD homepage
- Create a social media identity and presence – Facebook, Twitter
- Develop an electronic distribution for the OLBPD quarterly newsletter in all formats – audio, Braille, large print
- Develop a tracking system to assess and collect data on the effectiveness and usability of the computer-mediated communications

OUTREACH

COMMUNITY OUTREACH

Primary Areas of Focus:

- Community Festivals
- Health Fairs
- Senior Events
- Senior Living
- Vendors

