

AUDIO GUIDE

PUBLIC LIBRARY SURVEY NON-RESPONDENT INTERVIEW PROTOCOL #1

Name: _____ Name of Library: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____

*In [January/February], a set of Audio Guides created for the Big Read was sent to your library, as part of an effort by the National Endowment for the Arts, in partnership with the Institute of Museum and Library Services to introduce public libraries across the country to the Big Read and make the resources more widely available. We're calling to find out if you received the Audio Guides, and if you would be willing to answer a few brief questions about them. Are you the library contact who would know about the Guides? If so, do you have time now to answer a few questions? [If not, could you give us the name of/transfer us to the appropriate person?] **Thanks. It will only take 2-3 minutes.***

1. As far as you know, did your library receive the Audio Guides? Yes No

[If yes, proceed to #2; if no, try again to find out if another library staff member might know more about receipt of the Guides. If not, ask respondent if they would still like to receive Guides, and proceed to #s 5 through 9.]

2. Did you think these resources would tie in with other library programs/efforts? Yes No Not sure
[If yes or not sure, go to # 3; if no, to #4]

3. How did or do you think you might use the *Big Read* Audio Guides? (Check all that apply.) *[Skip to #5]*
 Add them to your audio collection Share them with teachers or school librarians
 Display them with companion books and/or videos Other; _____
 Recommend/use them for book clubs or discussion groups Not sure

4. If no, could you briefly explain why these resources didn't seem useful for your library?

5. Before this call or before you received your set of Audio Guides, had you heard about the *Big Read*? Yes No
(If no, skip to #7.)

6. If yes, how did you hear about the *Big Read*? (Check all that apply.)
 Big Read publicity (e.g., website, other information from IMLS materials)
 Coverage of a *Big Read* project in the newspaper
 Advertisement of a *Big Read* project on TV or radio
 Word of mouth, from: _____
 An ALA or other library professional organization conference
 An ALA or other library professional organization newsletter or mailing
 Other: _____

7. Would you say the location of your library is predominately: Rural Suburban Urban

8. Is your library: A regional library A branch of a city, county, or regional public library system
 A county or consolidated library A central library in a county, or regional public library system
 A city or municipal library Other: _____ (please describe)

9. Based on the size of the population you serve, would you say your library is:
 Small (under 10,000) Medium (10,000-100,000) Large (over 100,000)

10. For those who did receive Audio Guides. Are you willing to take a follow-up survey? Yes No
If yes: thank you very much. If you'll provide your email address, we will email you in a month or two providing the URL for the survey. Have a nice day.

Email: _____