

AUDIO GUIDE

PUBLIC LIBRARY SURVEY NON-RESPONDENT INTERVIEW PROTOCOL #2

Name: _____ Name of Library: _____
City: _____ State: _____ Zip Code: _____
Phone: (_____) _____

You recently received an email inviting you to take a brief online survey about the Big Read Audio Guides your library received a few months ago from the National Endowment for the Arts and the Institute of Museum and Library Services.

We're calling to see if you'd still be willing to complete the survey. We can either do it by phone now, or send you another email with a URL that will take you directly to the survey. Which would you prefer?

*If by phone: **Thanks. It will only take 2-3 minutes. [Read survey below.]***

*If by email: **Could you give me your email address again, just to make sure we have the right address? Thanks.***

Email: _____

1. Are you glad to have received the Audio Guides? Yes No
2. Have you used the Audio Guides? Yes No
3. How have you used the Audio Guides? *(Check all that apply.)*
 - Added them to our audio collection
 - Recommended/used them for book clubs/discussion groups
 - Displayed them with companion books/videos
 - Created a special *Big Read* titles section
 - Shared them with teachers/school librarians
 - Other: _____
(please describe)
4. Briefly describe displays, distribution methods, or other strategies that caught patrons' eyes or attracted interest.
5. How popular were the *Big Read* Audio Guides with patrons?
 - Not at all popular
 - Somewhat popular
 - Very popular
 - Not sure
6. How would you rate patrons' interest in the Audio Guides, compared to other library audio resources?
 - Less than other resources
 - About the same as other resources
 - Greater than other resources
7. Have the Audio Guides sparked interest in the related authors or titles?
 - Yes
 - No
 - Not sure
8. If yes, what evidence suggests greater interest in the authors or titles? *(Check all that apply. If no or not sure,*

please skip to #9.)

- Inquiries about companion books
- Higher than average checkout of companion books
- Higher than average checkout of other books by the authors
- Inquiries about companion videos/DVDs/books on tape
- Check-outs of videos/DVDs/books on tape
- Book club selection
- Inquiries/checkouts by local teachers
- Other: _____

9. In the table below, please indicate, in column 2, whether the resources seemed to appeal to a particular audience; and, in column 3, whether you targeted your promotion to a particular audience.

	<i>Did the resources appeal to this group?</i>	<i>Did you target them to this group?</i>
Regular patrons/avid readers	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Book club groups	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Visually challenged patrons	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Students looking for information for school projects	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Adult literacy groups	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Adolescent readers	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Seniors	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Books on tape or DVD patrons	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

10. Have you visited the *Big Read* (national or local) web site? Yes No

11. If so, did you download any other resources? Yes No

If yes, which ones?

- Content of Reader's Guides
- Teacher's Guides
- Big Read Brochure
- Big Read Catalogue
- Calendars of nearby events
- Press Releases
- Other

12. While on the *Big Read* web site, did you look at information about applying for a *Big Read* grant? Yes No