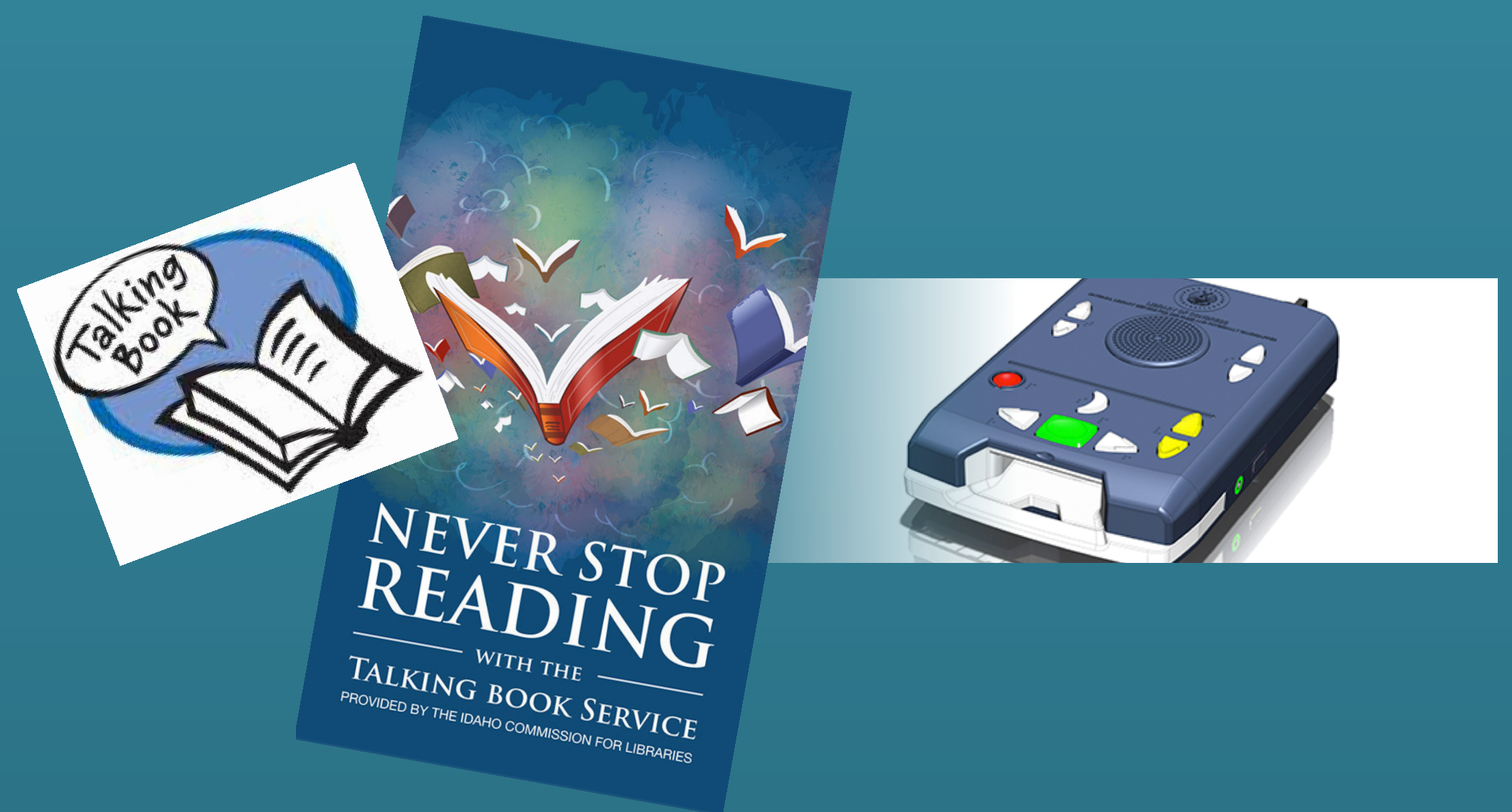


# Idaho Talking Book Service State Initiative

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## CHALLENGE

Work with the Idaho Library Association (ILA) and EveryLibrary, a national organization that builds voter support for library initiatives, to spearhead a grassroots advocacy campaign asking the Idaho Legislature to include funding for the Talking Book Service in the 2019 state budget.



## BACKGROUND

- Used by 3,400 Idahoans
- 184,000 audiobooks circulate each year
- Supported in Idaho by federal LSTA grant funds
- Future federal funding uncertain
- Two prior efforts to secure state funding for the Talking Book Service were unsuccessful

## GRASSROOTS ADVOCACY CAMPAIGN

- Created an online petition and e-mail campaign directed at the Idaho Legislature, calling for state funding for the Talking Book Service
- Created key messaging for the campaign, marketed the petition via email, phone, and social media
- Engaged key stakeholders to secure more than 350 online petition signatures and emails from citizens in more than 50 Idaho communities
- Sent a letter, sponsored by the ILA, and signed by organizations including the National Federation for the Blind of Idaho, to members of the Joint Finance Appropriations Committee (JFAC)
- Attended the JFAC hearing where state funding was approved



## NEXT STEPS

- Secured funding only for 2019
- Talking Book Service will be vulnerable after 2019, requiring ongoing advocacy to secure long-term state support

## IMPACT

We helped secure \$200,000 in one-time state funding for the Talking Book Service, should federal LSTA funding be eliminated. As part of the process, we organized and energized a community of citizens who support the Talking Book Service and Idaho libraries, and elevated the presence of library users and library issues among Idaho legislators. We also created a Grassroots Advocacy Toolkit for the ILA to help guide members of this all-volunteer organization in future advocacy efforts and improve their effectiveness.