Two Libraries Reaching Out With One Podcast

**SYMPTOMS**
- Two libraries separated by 2 miles
- Health Sciences Library
- Academic Library
- Both libraries offer similar services
- Users lack awareness of services
- More than 5,000 distance education students
- Increased need of online marketing tools
- Desire to experiment with new technology

**TREATMENT**
- Creation of Research First Aid
- Program made available through:
  - Video and audio podcasts
  - Video and audio streaming
- Marketing through:
  - Bookmarks, flyers
  - Emails
  - Homepage announcements
- Program less than 3 minutes
- Bi-weekly release

**PATIENT FEEDBACK**
- 60% student
- 10% staff
- 30% faculty
- Make it shorter
- Too much verbal information
- Display phone number and URL
- Improve production quality
- Advertise more
- Link from "How Do I?" pages
- Additional video file types

**PROGNOSIS**
- Long life expectancy

**FOLLOW-UP**
- Program time amputated
- Audio-only files surgically removed
- Video file facelift
- Implant additional file types
- Augmented with text

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**Respondents that have watched or listened to a podcast**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
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<tbody>
<tr>
<td>75%</td>
<td>25%</td>
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*(based on user surveys)*

**Respondents Currently Subscribed to Podcasts**

<table>
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<tr>
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<tbody>
<tr>
<td>85%</td>
<td>15%</td>
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</tbody>
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*(based on user surveys)*

**Preference for experiencing audio/video files online**

<table>
<thead>
<tr>
<th>Computer</th>
<th>Portable Device</th>
<th>TV</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>20%</td>
<td>70%</td>
<td></td>
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</tbody>
</table>

*(based on user surveys)*

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**Amy Blevins, MALS**
**Mark Sanders, MLS**
**Jason Cottle, BFA**
Laupus Library & Joyner Library
East Carolina University
Greenville, NC