Research First Aid: Two Libraries Reaching Out With One Podcast

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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

**PROGNOSIS**
- Long life expectancy

**Respondents that have watched or listened to a podcast**
- 75% Yes
- 25% No

**Respondents Currently Subscribed to Podcasts**
- 85% Yes
- 15% No

**Preference for experiencing audio/video files online**
- 70% Computer
- 20% Portable Device
- 5%:::Proposed changes for future episodes:
- 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

*More than 100 unique views in first 6 weeks.
6 subscriptions to video podcasts.

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

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