

# Volunteer From Anywhere and Help Students Succeed!



Sydney Sherman  
GSPS - Feb 9, 2018

**But first...a silly question!**

“10% to 20% of all students have significant, ongoing difficulties with learning to read, reading fluency, and/or reading comprehension”

“Only about 5% [of struggling students] are referred for special help in reading”

“20% of students with learning disabilities drop out of high school”

“10.4 million American students struggle to read the printed word”

“Only 12% of people who are blind or visually impaired earn college or advanced degrees”



## Who They Are

- “World’s largest provider of audio textbooks and literature”
- Non-profit whose "vision is for all people to have equal opportunities to learn”
- Volunteer driven organization that believes access to books is essential to student confidence and success

## What They Do

- Produce human-read audiobooks for students of all ages across the country
- Provide parents and educators with the resources to help struggling readers
- Raise awareness and advocate for students with dyslexia, other reading disabilities, and visual impairments

Anne T. Macdonald founded “Recording for the Blind” (RFB) supporting soldiers who lost their sight in combat

**1948**

Technology improves and books are recorded on reel-to-reel tapes, then cassette tapes.

**1960s**

Books are recorded on vinyl phonographic disks. 7 recording studios opened across the country.

**1950s**

RFB becomes “Reading for the Blind and Dyslexic” (RFB&D). Membership increases dramatically

**1990s**

The power of Windows, Mac, and the internet allows RFB&D to go digital with web-based content and downloadable files

**2000s**

RFB&D becomes “Learning Ally”. Content is created exclusively through Google Chrome Platforms. iOS apps make books instantly accessible

**2010s**

# Learning Ally

We now reach over  
230,000 students  
and 50,000 educators in  
nearly 10,000 schools  
across the U.S.

**GROWTH  
IN SCHOOLS  
2013-2016**



**76%**  
more schools  
accessing  
content



**183%**  
more  
students  
reading  
Learning Ally  
audiobooks




**286%**  
more pages  
read by  
students

# VOICetext



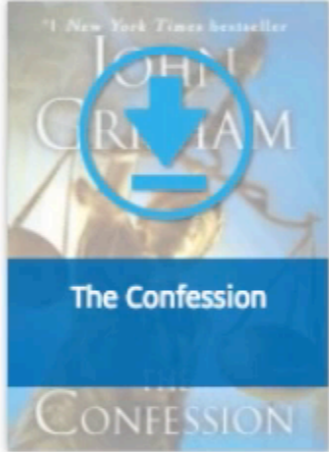
jfalke@learningally.org's library

Read it now




Serafina and the Twisted Staff PREVIEW (CHAPTER 1)  
Robert Beatty

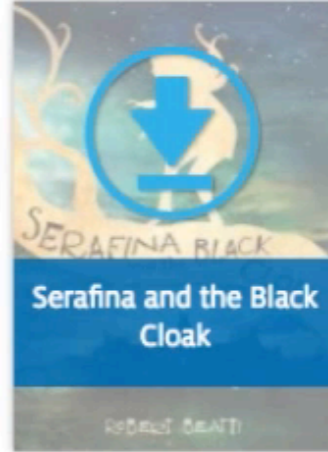
"Reading one book is like eating one potato chip."  
— Diane Duane, So You Want to Be a Wizard



The Confession



The Long Haul



Serafina and the Black Cloak

Learning Ally

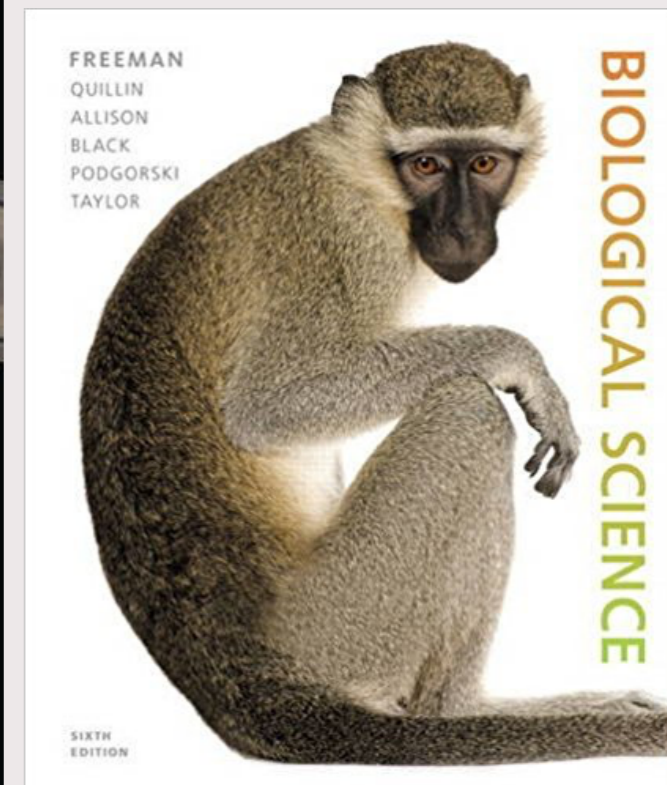
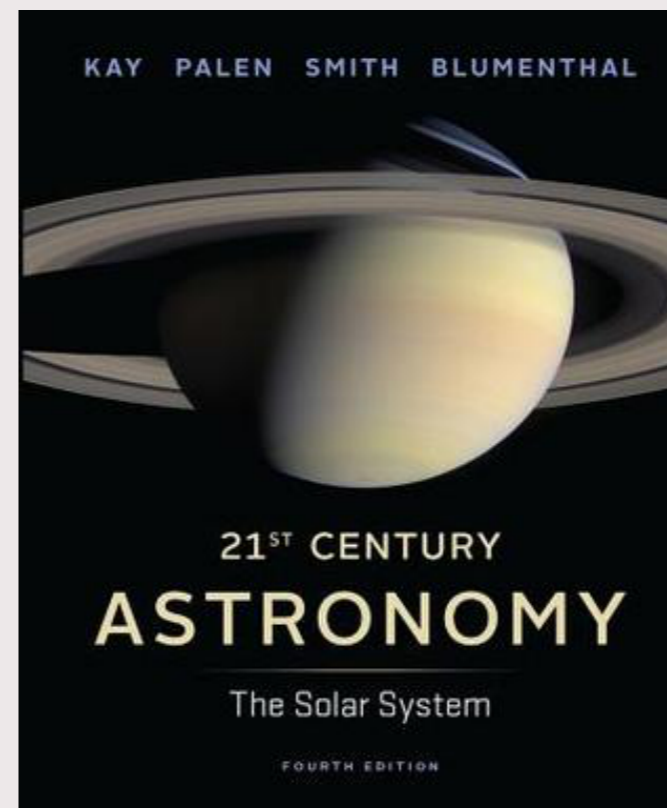
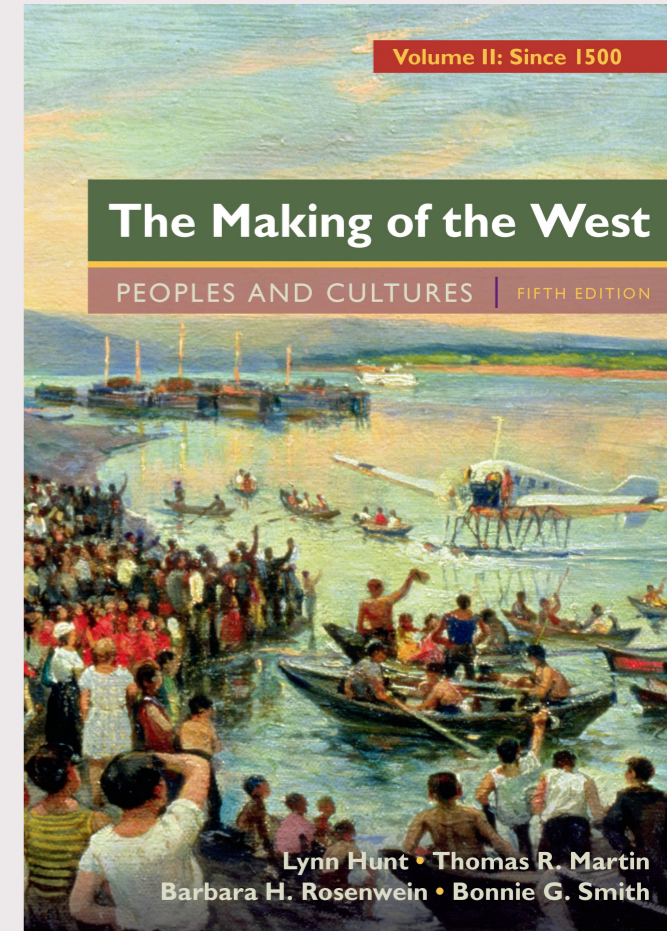
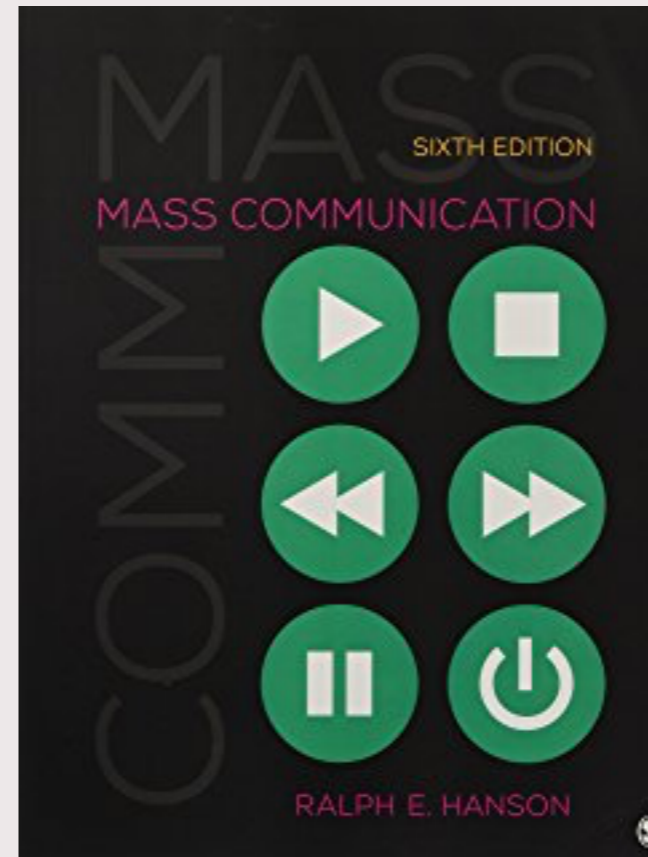
ADD BOOKS

MY SETTINGS

HELP

# Classic Audio

- Textbooks!
- Assumes that the “borrower” has the textbook. Borrower receives the audio recording with “marks” at the beginning of each chapter, page, and section
- Descriptions of plots, figures, tables
- Everything from middle school to grad school level textbooks





# How Does All of This Work?

```
graph TD; A[1) Pre-production] --> B[2/4) Reading]; B --> C[3) Checking]; B --> D[5) Post-production];
```

## 1) Pre-production

- Create empty files for the book that will be filled with audio by readers
- Place “marks” for chapters, pages, and sections of the book

## 2/4) Reading

- Pick a chapter and record the audio
- Move marks to match audio
- Focus on conventions, pronunciation, inflection, and reading speed

## 3) Checking

- Quality control
- Focus on mark locations, audio matches book, pronunciations, conventions, remove background noises
- Leave notes for reader to fix

## 5) Post-production

- Final check of the audio files
- Combine all files from all chapters into a finished audiobook
- Release to borrowers

# Reading Conventions

## How to:

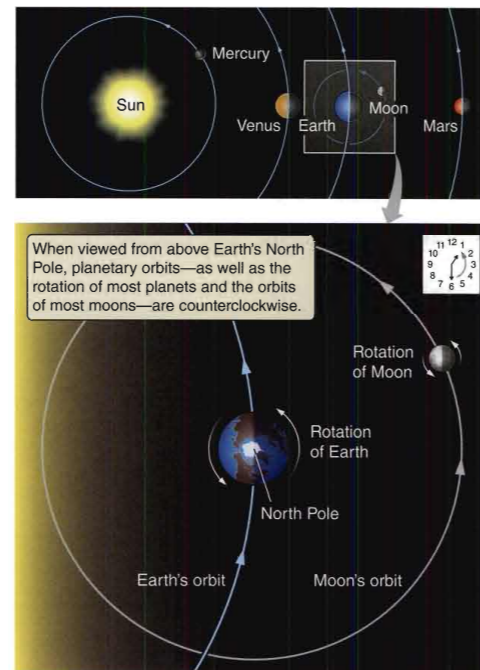
- Announce page numbers
- Read words in different fonts
- Handle footnotes, citations, and margin definitions
- Read sentences that carry over onto the next page
- Announce figures and explain them (and when this should be done)

Each point on the celestial sphere indicates a direction in space. Directly above Earth's North Pole is the **north celestial pole (NCP)**. Directly above Earth's **South Pole**, which is at the south end of Earth's rotation axis, is the **south celestial pole (SCP)**. Directly above Earth's **equator** is the **celestial equator**, an imaginary circle that divides the sky into a northern half and a southern half. Just as the north celestial pole is the projection of the direction of Earth's North Pole into the sky, the celestial equator is the projection of the plane of Earth's equator into the sky. Just as Earth's North Pole is  $90^\circ$  away from Earth's equator, the north celestial pole is  $90^\circ$  away from the celestial equator. If you are in the Northern Hemisphere and you point one arm toward the celestial equator and one arm toward the north celestial pole, your arms will always form a right angle, so the north celestial pole is  $90^\circ$  away from the celestial equator. If you are in the Southern Hemisphere, the same holds true there: the angle between the celestial equator and the south celestial pole is always  $90^\circ$  as well.

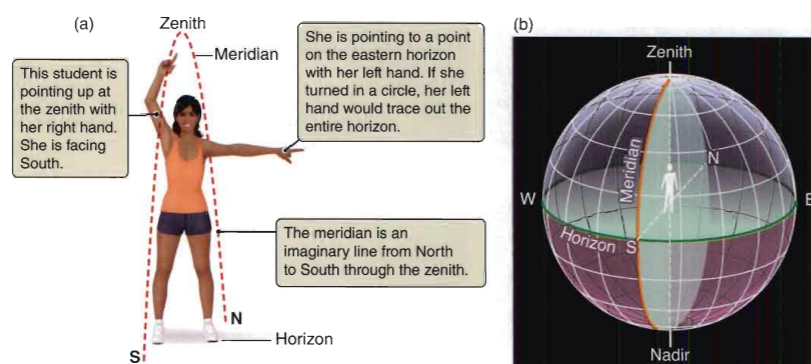
Between the celestial poles and the equator, objects have positions on the celestial sphere with coordinates analogous to latitude and longitude on Earth. **Latitude** is an indication of distance north or south from Earth's equator. On the celestial sphere, **declination** similarly indicates the distance of an object north or south of the celestial equator (from  $0^\circ$  to  $\pm 90^\circ$ ). On Earth, **longitude** measures how far east or west you are from the Royal Observatory in Greenwich, England. **Right ascension** on the celestial sphere is similar to longitude on Earth and measures the angular distance of a celestial body eastward along the celestial equator from the point where the Sun's path crosses the celestial equator from south to north. These coordinates are used to locate objects in the sky quickly. The **ecliptic** is the path of the Sun in the sky throughout the year. Detailed descriptions and illustrations of latitude and longitude, and of celestial coordinates used with the celestial sphere, can be found in Appendix 7.

The **zenith** is the point in the sky directly above you wherever you are, as shown in **Figure 2.3a**. You can find the **horizon** by standing up and pointing your right hand at the zenith and your left hand straight out from your side. Turn in a complete circle. Your left hand has traced out the entire horizon. You can divide the sky into an east half and a west half with a line that runs from the horizon at due north through the zenith to the horizon at due south. This imaginary north-south line is called the **meridian**, shown as a dashed line in **Figure 2.3a**. **Figure 2.3b** shows these locations on the celestial sphere. The meridian line continues around the far side of the celestial sphere, through the **nadir** (the point directly below you), and back to the starting point due north.

Take a moment to visualize all these locations in space. To see how to use the celestial sphere, consider the Sun at noon and at midnight. Local noon occurs when the Sun crosses the meridian at your location. This is the highest point above the horizon that the Sun will reach on any given day. The highest point is almost never the zenith. You have to be in a specific place on a specific day for the Sun to be directly over your head at noon, for example, at a latitude  $23.5^\circ$  north of the



**Figure 2.2** Motions in the Solar System, as viewed from above Earth's North Pole. (Not drawn to scale.)



**Figure 2.3** (a) The meridian is a line on the celestial sphere that runs from north to south, dividing the sky into an east half and a west half. (b) At any location on Earth, the sky is divided into an east half and a west half by an imaginary meridian projected onto the celestial sphere.

Conventions can vary from book to book, but there are a few general rules

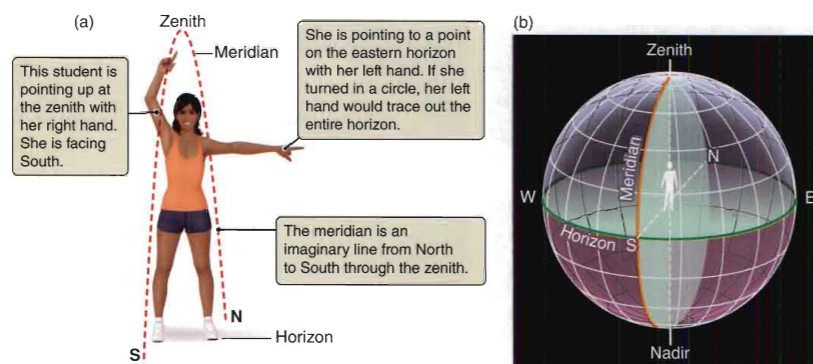
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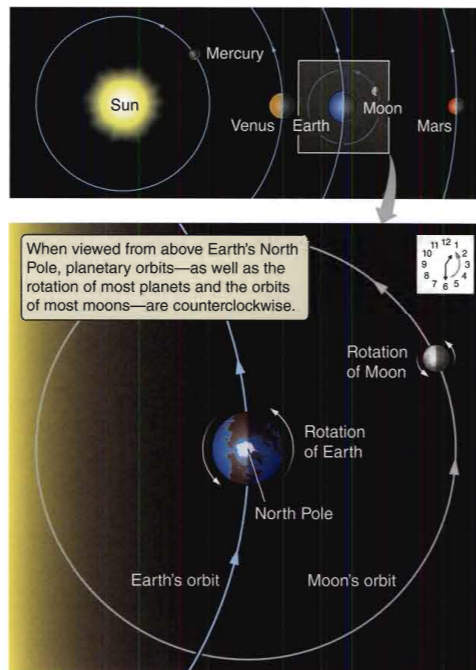
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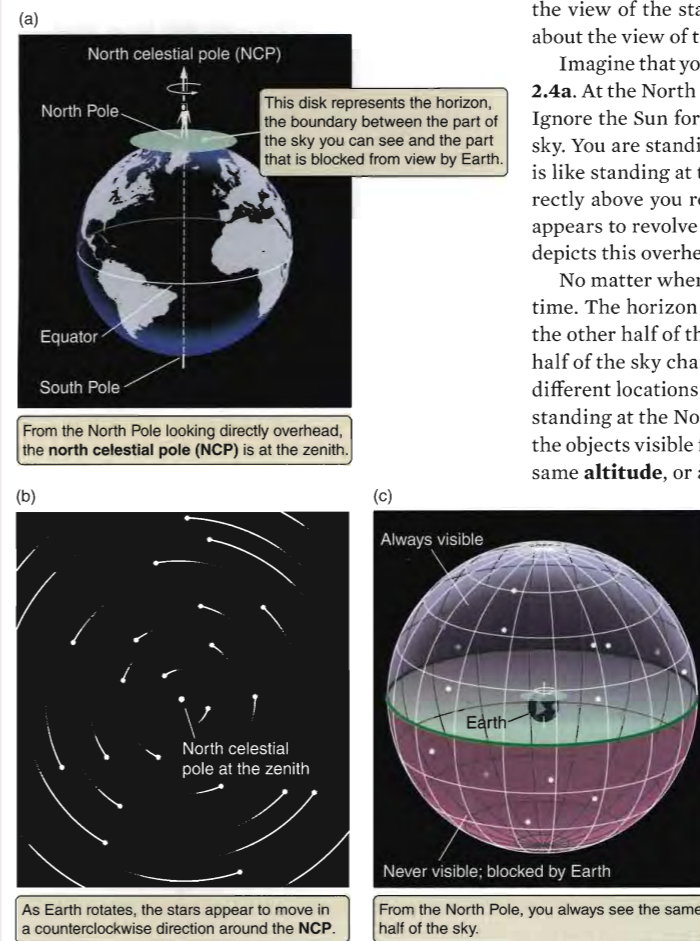
**Figure 2.2** Motions in the Solar System, as viewed from above Earth's North Pole. (Not drawn to scale.)

**Astronomy in Action:** Vocabulary of the Celestial Sphere

**Nebraska Simulations:** Celestial and Horizon Systems Comparison; Rotating Sky Explorer

**AstroTour:** The View from the Poles

**Figure 2.4** As viewed from (a) Earth's North Pole, (b) stars move throughout the night in counterclockwise, circular paths about the zenith. (c) The same half of the sky is always visible from the North Pole.



equator on June 20. Local midnight occurs when the Sun is precisely opposite from its position at local noon. From our perspective on Earth, the celestial sphere appears to rotate, carrying the Sun across the sky to its highest point at noon, over toward the west to set in the evening. In *reality*, the Sun remains in the same place in space through the entire 24-hour period, and Earth rotates so that any given location on Earth faces a different direction at every moment. When it is noon where you live, Earth has rotated so that you face most directly toward the Sun. Half a day later, at midnight, your location on Earth has rotated to face most directly away from the Sun.

## The View from the Poles

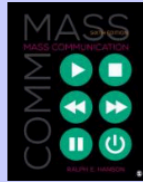
The apparent daily motions of the stars and the Sun depend on where you live. For example, the apparent daily motions of celestial objects in a northern place such as Alaska are quite different from the apparent daily motions seen from a tropical island such as Hawaii. To understand why your location matters, let's examine the view of the stars from the poles—and then use these to guide our thinking about the view of the stars from other latitudes.

Imagine that you are standing on the North Pole watching the sky as in **Figure 2.4a**. At the North Pole, the north celestial pole is directly overhead at the zenith. Ignore the Sun for the moment and pretend that you can always see stars in the sky. You are standing where Earth's axis of rotation intersects its surface, which is like standing at the center of a rotating carousel. As Earth rotates, the spot directly above you remains fixed over your head while everything else in the sky appears to revolve in a counterclockwise direction around this spot. **Figure 2.4b** depicts this overhead view.

No matter where you are on Earth, you can see only half of the sky at any one time. The horizon is the boundary between the part of the sky you can see and the other half of the sky that is blocked by Earth. Except at the poles, the visible half of the sky changes constantly as Earth rotates, because the zenith points to different locations in the sky as Earth carries you around. In contrast, if you are standing at the North Pole, the zenith is always in the same location in space, so the objects visible from the North Pole follow circular paths that always have the same **altitude**, or angle above the horizon. Objects close to the zenith appear to follow small circles, while objects near the horizon follow the largest circles (**Figure 2.4b**). The view from the North Pole is special because from there, nothing rises or sets each day as Earth turns: from there you will always see the *same* half of the celestial sphere (**Figure 2.4c**).

The view from Earth's South Pole is much the same—with two major differences. First, the South Pole is on the opposite side of Earth from the North Pole, so the visible half of the sky at the South Pole is precisely the half that is hidden from view at the North Pole. The second difference is that stars appear to move clockwise around the south celestial pole rather than counterclockwise as they do at the north celestial pole. To visualize why these motions are different, stand up and spin around from right to left. As you look at the ceiling, things appear to move in a counterclockwise direction, but as you look at the floor, they appear to be moving clockwise.

# Book Project Pages



NA391 : Mass Communication Sixth Edition

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47  
days until  
project due!



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View only

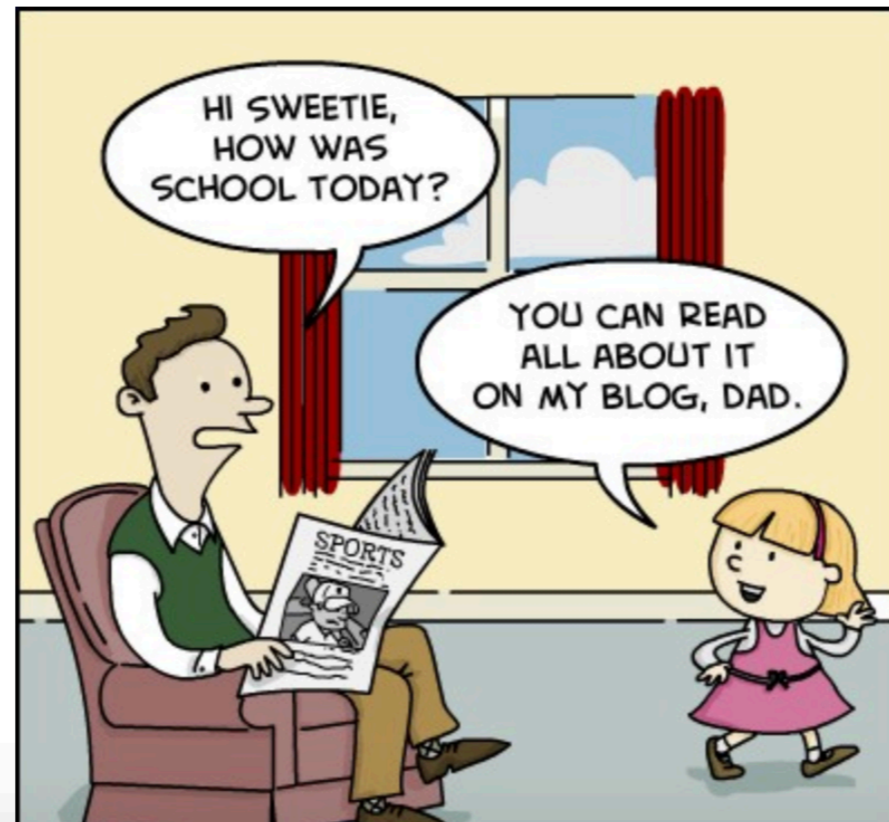
## Welcome to NA391

### Mass Communication: Living in a Media World

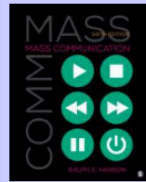
by Ralph E. Hanson

Project due date: March 15th, 2018

**CHECKING BY FILE, PLEASE**



# Book Project Pages



NA391 : Mass Communication Sixth Edition

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**46**  
days until  
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- Studio Home
- Project Summary
- Guidelines
- Assignments**
- Hangout
- Book PDF
- Reading Conventions



File Edit View Insert Format Data Tools Add-ons Help






	A	B	C	D	E	F	G	H	I	J
1	File	Assigned Reader	Assigned Checker	Hours	Notes	Status	Production Notes	Last Activity	Reader	Editor
2	NA391_title					New				
3	NA391_Intro_vi	Gary Oliver	Don Sheetz	0.59	5	Checked, Needs Edits		1/25/2018	Texas Booth 02	Don Sheetz
4	NA391_Ch1_1	Bonnie Marcus	Don Sheetz	0.36		Ready to SMIL!		1/15/2018	Bonnie Marcus	Don Sheetz
5	NA391_Ch1_7	Bonnie Marcus	Don Sheetz	0.58		Ready to SMIL!		1/17/2018	Bonnie Marcus	Don Sheetz
6	NA391_Ch1_13	Bonnie Marcus	Shirley Nute	0.69		Ready to SMIL!		1/22/2018	Bonnie Marcus	Bonnie Marcu
7	NA391_Ch1_20	Bonnie Marcus	Don Sheetz	0.48		Ready to SMIL!		1/23/2018	Bonnie Marcus	Bonnie Marcu
8	NA391_Ch2_26	Prudence Breitrose	Diane Nawrocki	0.44		Fixes Made		1/15/2018		Diane Nawroc
9	NA391_Ch2_33	Prudence Breitrose	Jo-Ann Driscoll	0.61	1	Checked, Needs Edits		1/24/2018		Jo-Ann Drisc
10	NA391_Ch2_40	Prudence Breitrose	Don Sheetz	0.45		Ready to SMIL!		1/19/2018		Don Sheetz
11	NA391_Ch3_48	Betty Schreiner	Sydney Sherman	0.56		Ready to SMIL!		1/13/2018	Betty Schreiner	Betty Schrein
12	NA391_Ch3_55	Betty Schreiner	Sydney Sherman	0.63		Ready to SMIL!		1/16/2018	Betty Schreiner	Betty Schrein
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15	NA391_Ch4_75	Barbara Goldman	Don Sheetz	0.38		Ready to SMIL!		1/23/2018	Barbara Goldman	Don Sheetz
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18	NA391_Ch4_96	Barbara Goldman				New				
19	NA391_Ch5_102	Bonnie Marcus	David Myers	0.45		Ready to SMIL!		1/25/2018	Bonnie Marcus	Bonnie Marcu
20	NA391_Ch5_108	Bonnie Marcus	David Myers	0.56		Ready to SMIL!		1/26/2018	Bonnie Marcus	Bonnie Marcu
21	NA391_Ch5_114	Bonnie Marcus		0.57		Ready for QC		1/27/2018	Bonnie Marcus	Bonnie Marcu
22	NA391_Ch5_120	Bonnie Marcus		0.10		In Progress (4/13)		1/27/2018	Bonnie Marcus	Bonnie Marcu



# Book Project Pages


NA391 Mass Communication


  




 Thank you Jesse.  
Bonnie • Jan 24, 2:54 PM

  Page 112. I stopped at the colon and read the quote on page 113. It seemed to hang together better that way. Now, I am questioning that.  
Bonnie • Jan 25, 11:23 AM



   Hi **Bonnie**...in order to keep things sort-of-consistent with my last suggestion, perhaps you should gather the first sentence of the quote onto p. 112? That way, the photo caption on p. 112 won't seem like quite as much of an interruption...  
Jesse • Jan 25, 12:57 PM

 Okee doo kee  
David - You have the file checked out... I will make the correction above when you are done editing. I should have marked it as in progress, but you were too fast for me... 😁  
Bonnie • Jan 25, 2:43 PM

 Bonnie - there were some problems with EasyBooks. I tried to open the file to do some QC but I kept getting errors. Now EasyBooks shows the file checked out to me but I have closed EasyBooks. Not sure how to resolve...  
David • Jan 25, 2:47 PM

   Drive has been having some issues nationwide today. Give it fifteen minutes and try again.  
(don't forget to count time spent TRYING to get on the system)  
Stacie • Jan 25, 2:48 PM

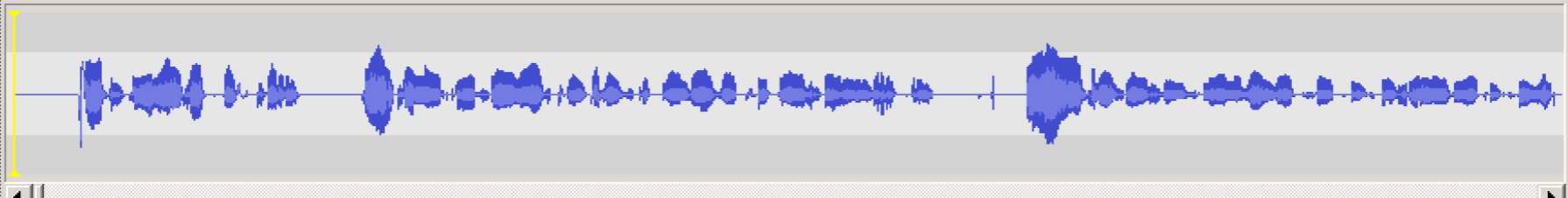
 Hi Bonnie - I think I've successfully released the lock on Ch5\_108, so you should be good to open it and make your corrections.  
David • Jan 25, 3:03 PM

 Send a message 

# EasyBooks

Learning Ally - EasyBooks 3.132 (Mac) - Sydney Sherman

Shelf: NA391 - Section: NA391\_Ch12\_315 - Mark: Page: 315



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Display:  Show Edits

Recording Mode:  Overwrite  Insert

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Journalism and ...	35.87
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Public Relations...	2:40.40
320	1:35.45
Spin Control: A...	1:38.18
Public Relations...	1:09.41
321	2.90
Public Relations...	3:59.87
322	2.20
Chapter Review	1.40
Chapter Summ...	2:00.49
Key Terms	24.35
Review Questi...	39.95

**Public Relations and Society**

**Journalism and Public Relations**

**Public Relations and the Government**

**Spin Control: A More Personal Form of Public Relations**

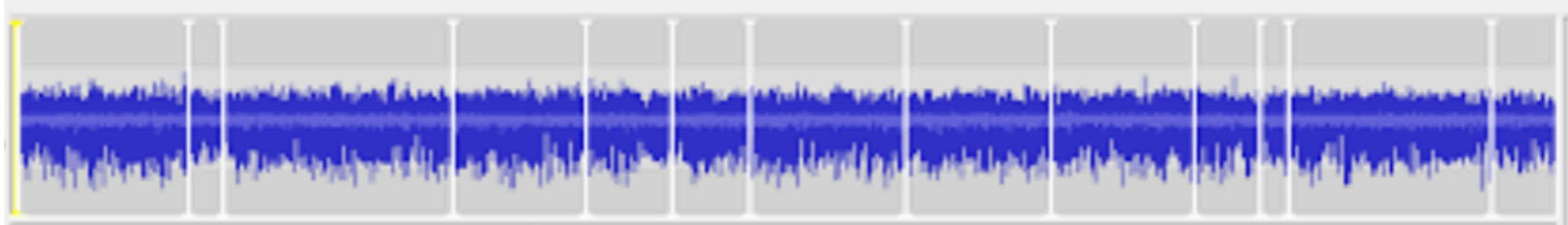
**Public Relations and Political Activism**

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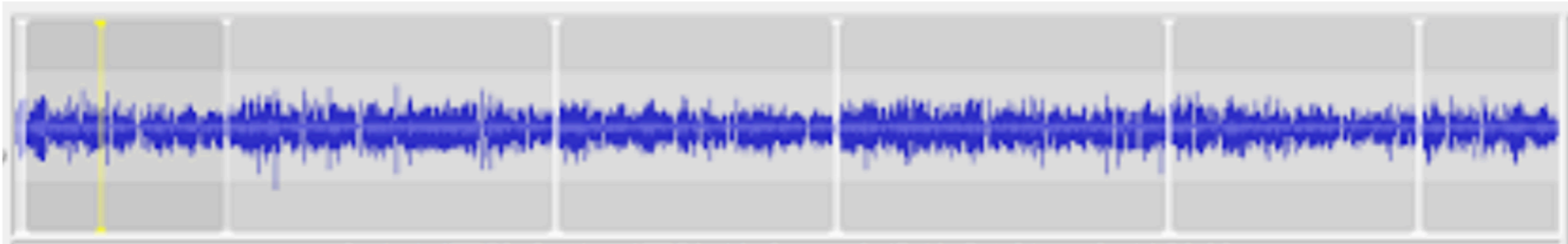
# QC Step 1 - Volume Check



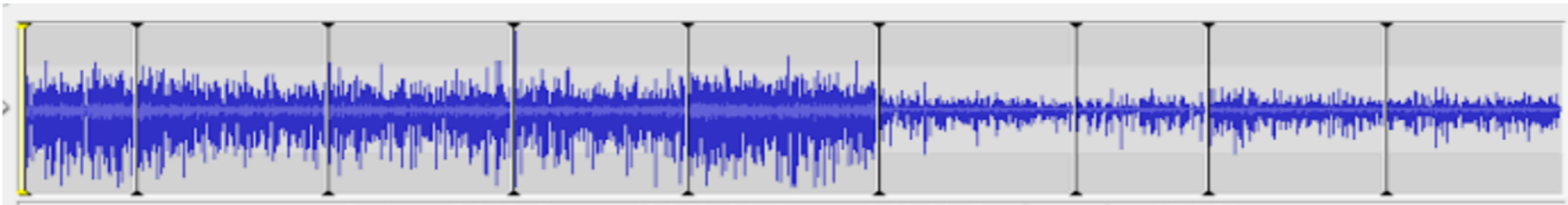
Good:



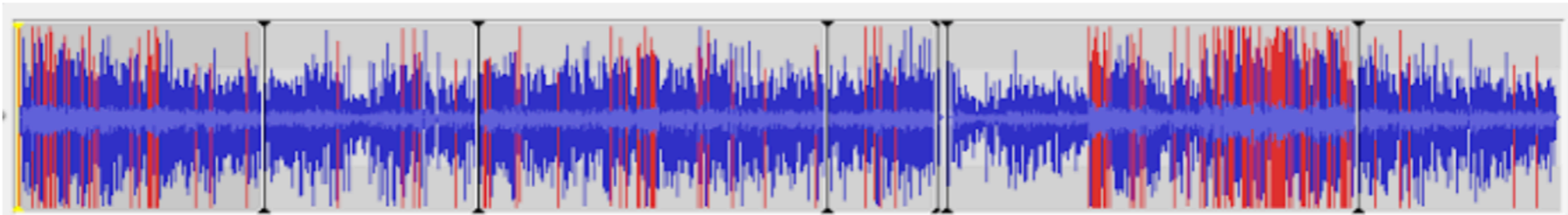
OK but minimally acceptable volume:



Bad (inconsistent):



Bad (too loud):





# QC Step 2 - Mark Sweep


Textbook PDF

EasyBooks


...that press agents to recognize that dealing with the press promptly and truthfully was the best way to obtain positive coverage for his clients. In 1906, he codified this approach in his "Declaration of Principles." Bernays wrote the first book about public relations and taught the first college course on the subject.

During World War I, the federal government realized the value of public relations and used a variety of techniques to build support for U.S. participation in the war. Public relations continued to grow

...and (4) evaluating. Successful companies work at comm... with their publics during both good times and times. The rise of the Internet and instantaneous communic... controlled by major media has forced the public relations to speed up its rate of response to problems and to de... wider range of problems. Public relations is used by a wi... of organizations, including corporations, the governm... activist groups.



Take the chapter quiz.



Keep up-to-date with content from the author's blog.

### KEY TERMS ►►

public relations (PR) 302	engineering consent 304	media relations 310
public 302	opinion leadership 306	crisis 310
press agency 303	intranets 310	

### REVIEW QUESTIONS ►►

- Name and explain at least one internal and one external public the University of Missouri had to deal with during the protests on campus in the fall of 2015.
- How does professional public relations differ from press agency?
- Name and explain two ways to mess up responding to a crisis affecting your organization.
- How does interacting with your publics through media differ than going through legacy media?
- How did Martin Luther King Jr. make good use of public relations techniques during the Good Friday march in Birmingham, Alabama?

### STUDENT STUDY SITE ►►


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22 ■ PART IV • STRATEGIC COMMUNICATION

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Page/Mark	Length
315	4:25.06
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Public Relations...	29.09
Journalism and ...	35.87
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320	1:35.45
Spin Control: A...	1:38.18
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321	2.90
Public Relations...	3:59.87
322	2.20
Chapter Review	1.40
Chapter Summ...	2:00.49
Key Terms	24.35
Review Questi...	39.95

**Public Relations and Society**

**Journalism and Public Relations**

**Public Relations and the Government**

**Spin Control: A More Personal Form of Public Relations**

**Public Relations and Political**

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# QC Step 3 - Audio Check



The Internet also allows companies to find out what people are saying about them. Many organizations monitor Web sites and social media to see what complaints and kudos are coming their way. Public relations practitioners may join chats and discussion groups to help shape what is being said about their clients. Of course, with millions of Web sites and social media accounts in existence, just finding out what is being said about a company can be a massive undertaking.<sup>75</sup>

The Internet gives critics access to the world without the checks and balances of traditional journalism. Prior to the Internet, the only way to reach a broad, general audience was through the professional media, which might not always be a fan of your company but would probably treat you fairly. Many Internet sites can be biased or don't engage in editorial oversight or fact-checking.

**SECRET 5** ► Crisis management consultant Jonathan Bernstein says that online media create significant new PR challenges. He writes that organizations need to consider the following:

- Once a crisis hits the Internet, it can't be contained. It used to be that a local news story would stay local. Now, once a story is posted online by a newspaper or television station, it's gone national.
- The Internet makes it easy for critics to leak confidential information to reporters and others. This can include not just reports of confidential information, but also images of original documents or recordings of phone calls.
- In the absence of good information, rumors will flourish online. Of course, this problem isn't unique to the Internet. Anytime an organization doesn't provide credible information, rumors and gossip will spread person-to-person to fill the gap.<sup>76</sup> But the Internet can accelerate the process by which rumors travel.
- These considerations illustrate perfectly the importance of Secret 5—All media are social.

**Social Media—Interacting Directly With Your Publics.** One of the great challenges that online media bring to the public relations business is that they are a continually moving target. Just when PR professionals think they have blogs and the Web figured out, along comes the rise of social media such as Facebook, Twitter, Pinterest, and Instagram. Social media expert Pamela Seiple has written that PR professionals need to realize that social media are an opportunity for interactions with various publics, not just a channel to send out information. She notes that, through social media, stories about your company's brand can spread and mutate at a much faster rate than in the past: "If your company is not participating in social media today, it's missing an opportunity to spread its message and missing valuable—and even damaging—conversations that could be taking place about your brand." One of the most important uses for social media, according to Seiple, is building ongoing relationships with publics, including customers, vendors, opinion makers, and the press.<sup>77</sup>

In the winter of 2014, Kraft Foods was facing a minor shortage of Velveeta, its gooey cheese product that is a central ingredient in many sports fans' queso dip for Super Bowl and playoff watch parties. And with that, Kraft had a minor crisis on its hands. In some ways, it was a good problem to have—consumers wanted more of its iconic product than the company could supply, which demonstrated that its marketing efforts promoting making salsa

PegMcKay, accessed on 08/11/2014



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Public Relations...	2:40.40
320	1:35.45
Spin Control: A...	1:38.18
Public Relations...	1:09.41
321	2.90
Public Relations...	3:59.87
322	2.20
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