

DIRECTION: tone is positive, helpful, encouraging, approachable, and conversational.

SED

BARD

10/09/24

Objective

We want to raise awareness about the valuable services provided by NYSED and the Braille and Audio Reading Download (BARD), and increase visibility, understanding, and user base.

Pitch 2: Discover, Listen, Feel

BARD allows New Yorkers to **read, listen, and feel** the content the way that works best for them. It gives people who are visually impaired the opportunity to enjoy the New York State Library their way. With BARD, it's your library, your way. This concept is a bold, graphic-driven approach that captures attention.

Video:

V/O	Graphics/Video
BARD is changing the way you use your library.	<u>(Text)</u> BARD: Braille and Audio Reading Download
Discover... ...listen... ...and feel your way through hundreds of thousands of books, magazines, and music in audio and e-braille formats.	<u>Visuals:</u> A person on an iPad. <u>(Text: Read)</u> A person listening with headphones. <u>(Text: Listen)</u> A person reading braille. <u>(Text: Feel)</u>
With BARD, it's your library, your way. Learn more and start today. Visit the New York State Education Department website at: "n-y-s-l dot n-y-s-e-d dot gov."	<u>End slate:</u> BARD: Your library, your way. Start today! nysl.nysed.gov

Static graphics:

- Image: Bold color and strong lines with images of people with headphones, reading on an iPad, and reading braille.
- Text: Read. Listen. Feel. Start with BARD today: nysl.nysed.gov
- Text: BARD: Your library, your way. Start today: nysl.nysed.gov

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Radio: General Audience

V/O
BARD is changing the way you use your library.
Discover... ...listen... ...and feel your way through hundreds of thousands of books, magazines, and music in audio and e-braille formats.
BARD is your gateway to accessible resources—all for free, and designed to meet your unique needs and interests.
With BARD, it's your library, your way.
Learn more and start today. Visit the New York State Education Department website at "n-y-s-l dot n-y-s-e-d dot gov."
A message brought to you by New York State Education Department.