

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”

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

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

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



TOGETHER IT'S POSSIBLE

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

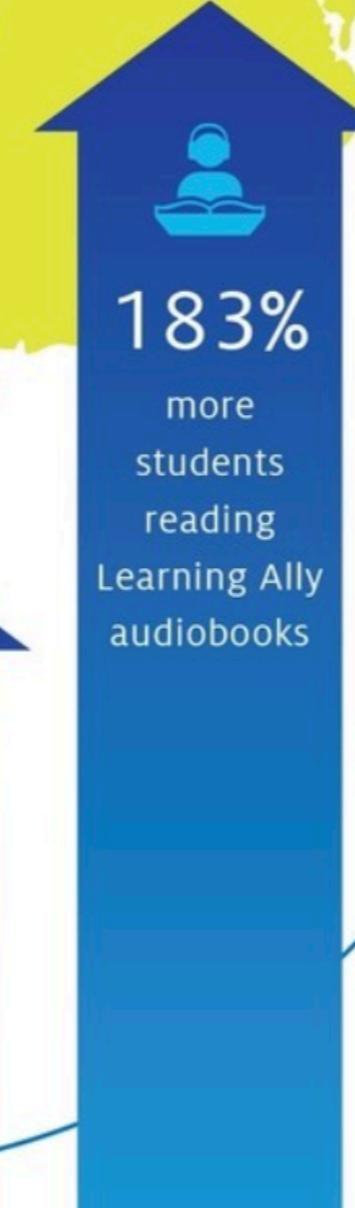


We now reach over
230,000 students
and **50,000 educators** in
nearly **10,000 schools**
across the U.S.

GROWTH IN SCHOOLS 2013-2016



76%
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accessing
content



183%
more
students
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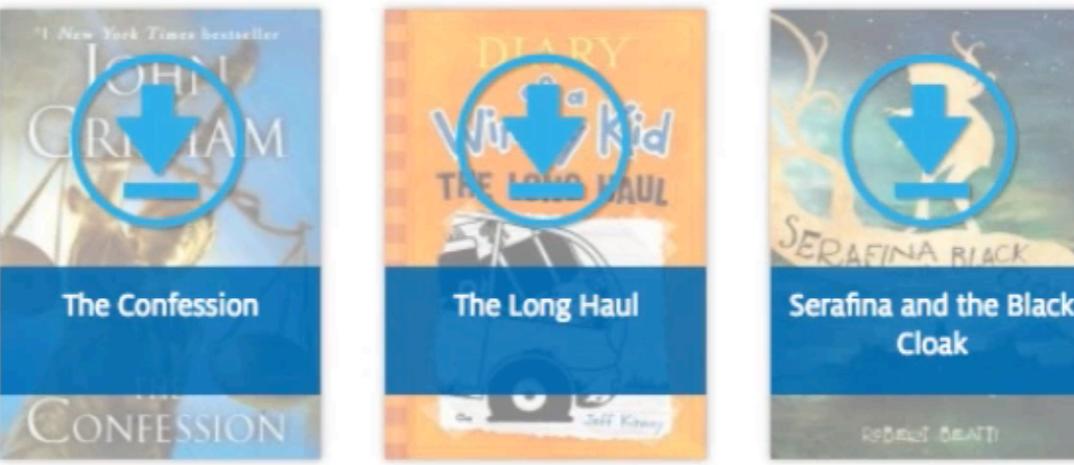
Read it now



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

Serafina and the Twisted Staff PREVIEW
(CHAPTER 1)

Robert Beatty



Learning Ally))()

ADD BOOKS

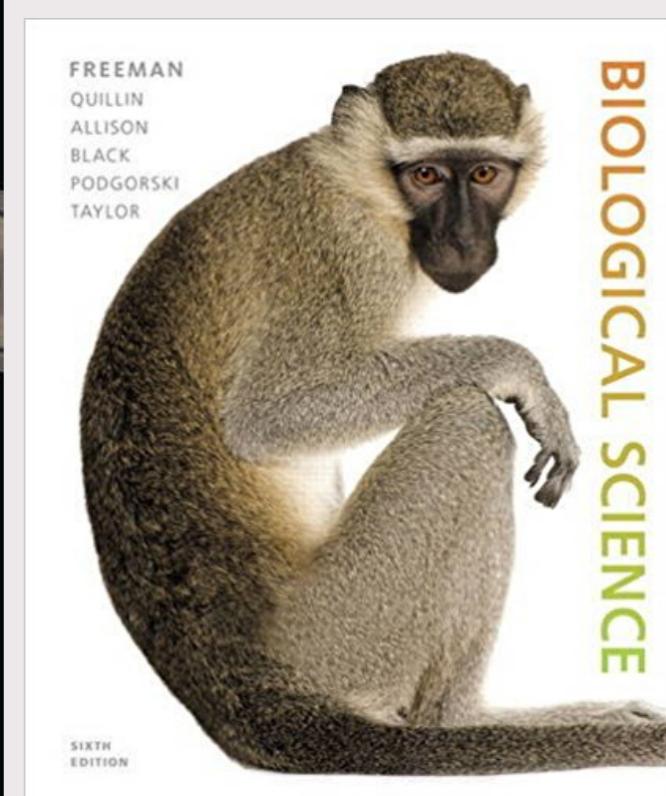
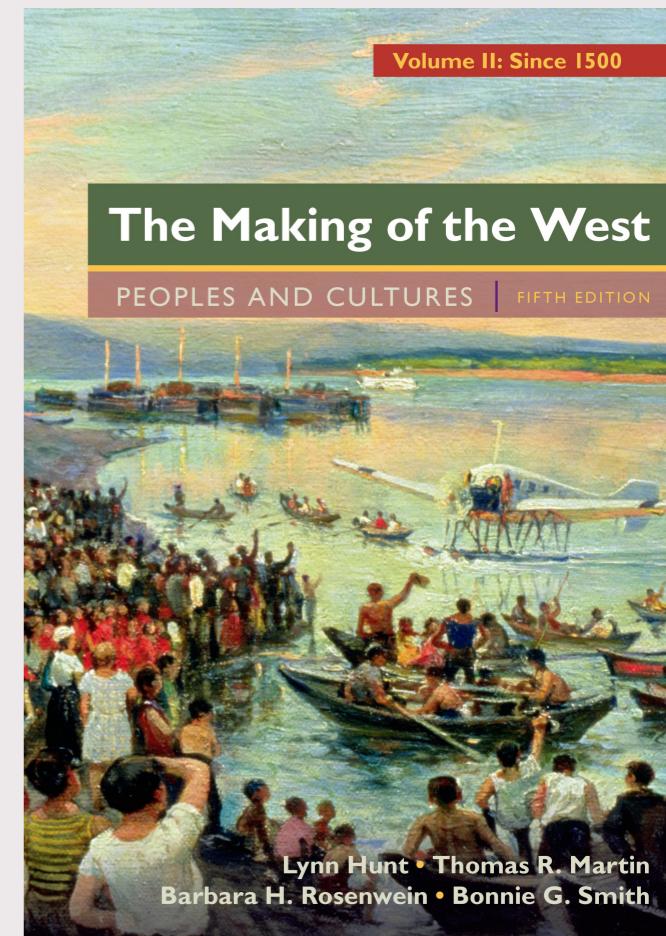
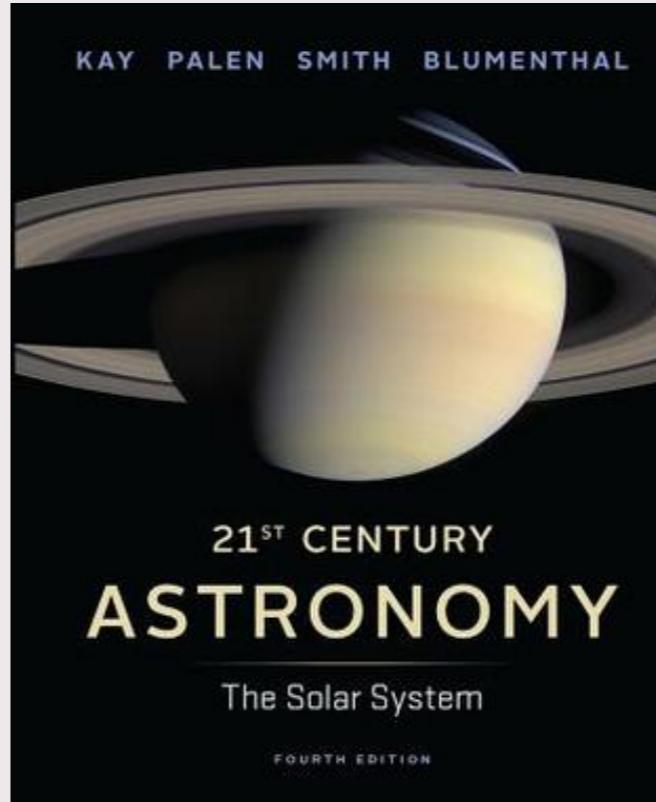
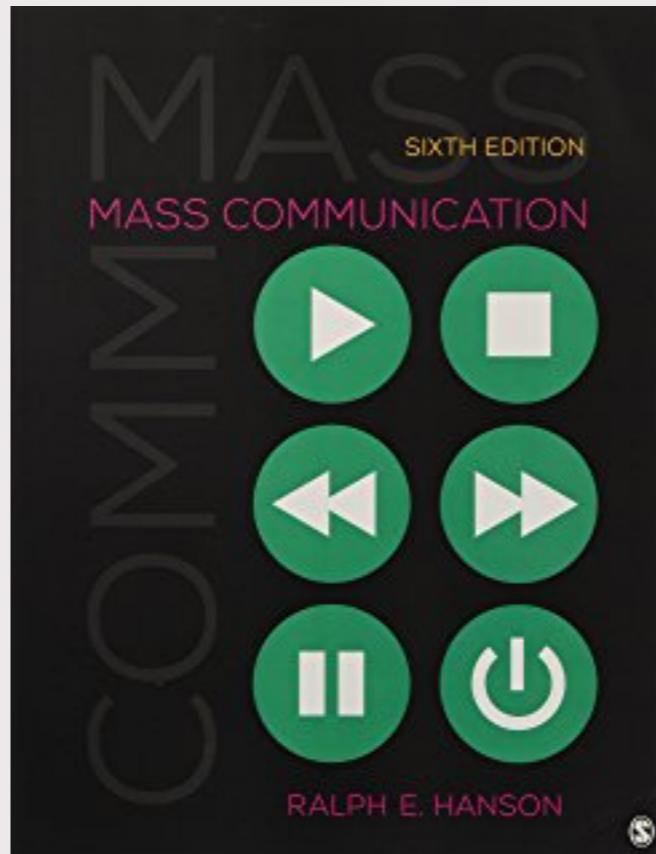
MY SETTINGS

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?

.....

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

.....

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° away from Earth's equator, the north celestial pole is 90° 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° 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° 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° 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° north of the

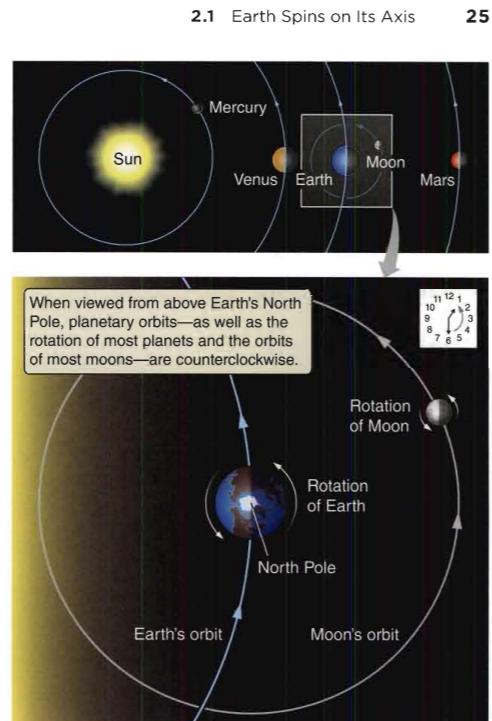


Figure 2.2 Motions in the Solar System, as viewed from above Earth's North Pole. (Not drawn to scale.)

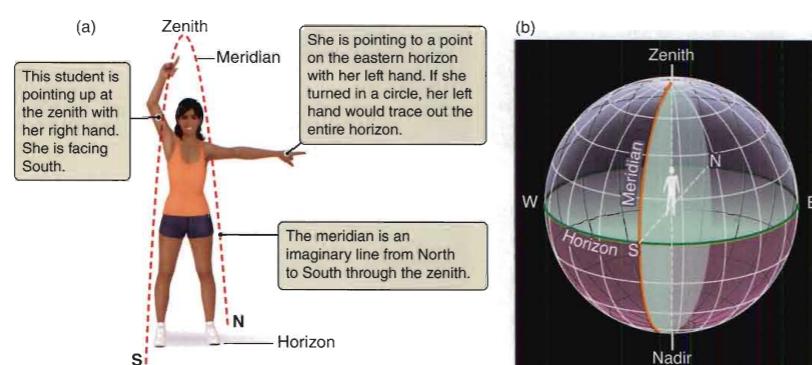


Figure 2.3 (a) The meridian is a line on the celestial sphere that runs from north to south, dividing the sky into an east half and a west half. (b) At any location on Earth, the sky is divided into an east half and a west half by an imaginary meridian projected onto the celestial sphere.

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)

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

Reading Conventions

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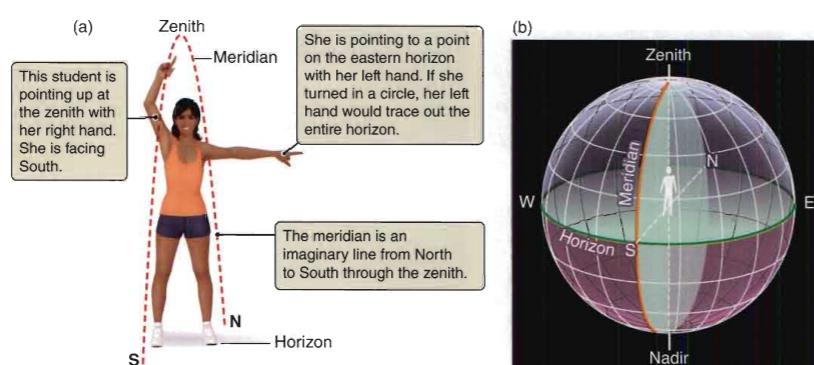


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2.1 Earth Spins on Its Axis 25

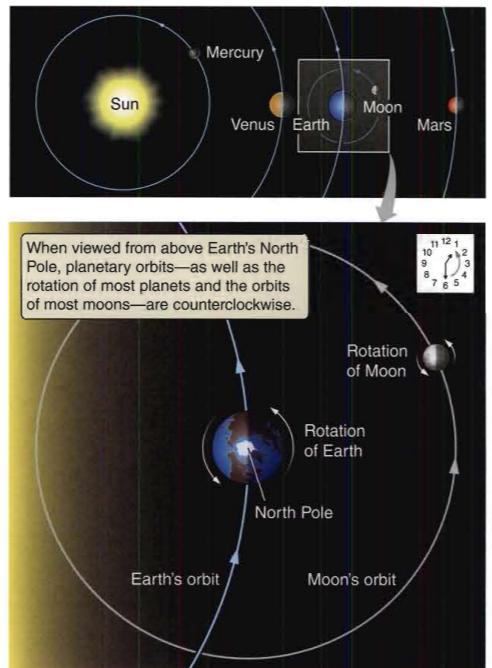


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26 CHAPTER 2 Patterns in the Sky—Motions of Earth and the Moon

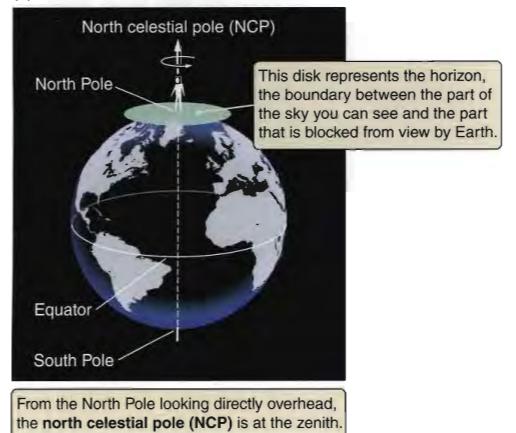
Astronomy in Action: Vocabulary of the Celestial Sphere

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

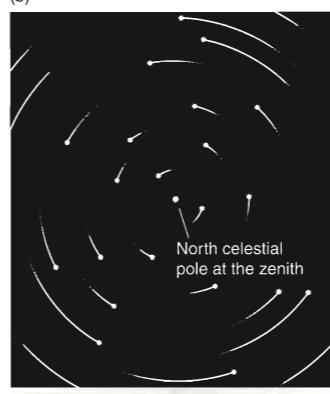
AstroTour: The View from the Poles

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

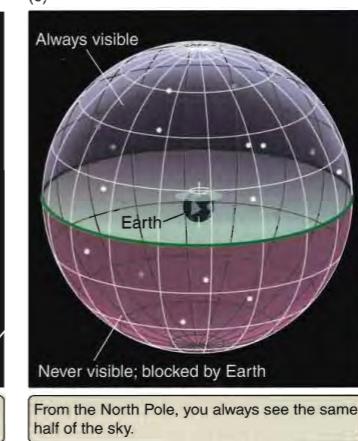
(a)



(b)



(c)



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 counter-clockwise 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 counter-clockwise 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 counter-clockwise direction, but as you look at the floor, they appear to be moving clockwise.

Book Project Pages

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MASS COMMUNICATION
SAMPLE CHAPTER

NA391 : Mass Communication Sixth Edition

Staff Sign In

47 days until project due!

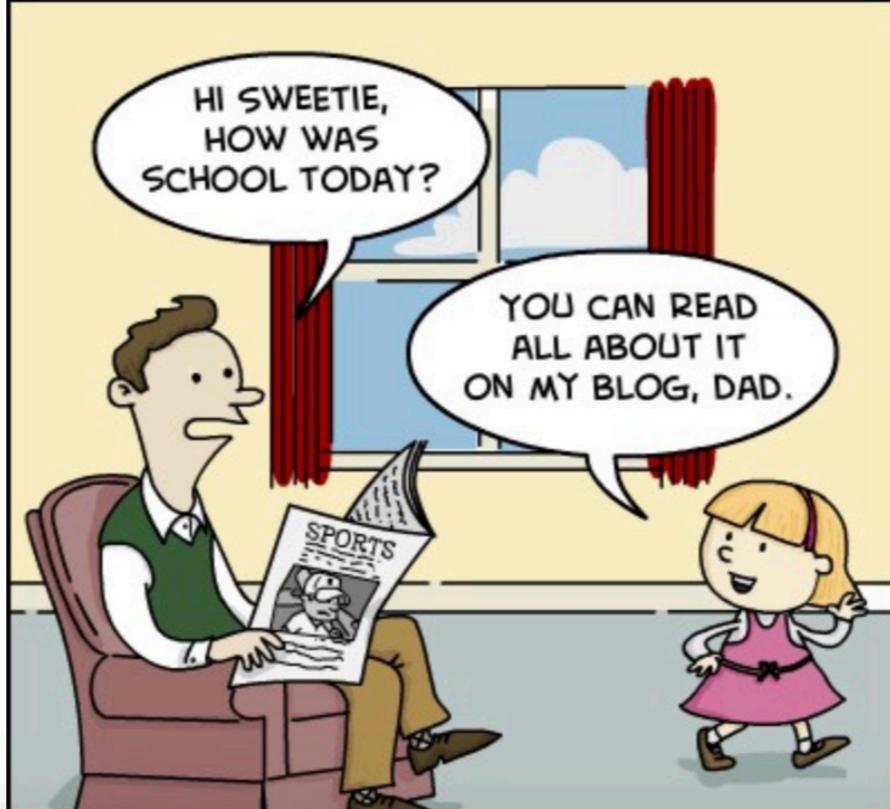
Studio Home Project Summary Guidelines Assignments Hangout Book PDF Reading Conventions

Search the menus (Option+/) 100%

Welcome to NA391
Mass Communication: Living in a Media World
by Ralph E. Hanson

Project due date: March 15th, 2018

CHECKING BY FILE, PLEASE



A cartoon illustration of a man sitting in a brown armchair, reading a newspaper with the word "SPORTS" visible. He is looking towards a young girl who is walking towards him. The girl is wearing a pink dress. A speech bubble from the girl says, "HI SWEETIE, HOW WAS SCHOOL TODAY?". Another speech bubble from the man says, "YOU CAN READ ALL ABOUT IT ON MY BLOG, DAD."

Learning Ally
TOGETHER IT'S POSSIBLE

Book Project Pages

Book Project Pages

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NA391 Mass Communication

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B Thank you Jesse.

Bonnie • Jan 24, 2:54 PM

B 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

B 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

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Learning Ally - EasyBooks 3.132 (Mac) - Sydney Sherman

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| Chapter Summ... | 2:00.49 |
| Key Terms | 24.35 |
| Review Questi... | 39.95 |

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Public Relations and Society

319
Journalism and Public Relations

320
Public Relations and the Government

321
Spin Control: A More Personal Form of Public Relations

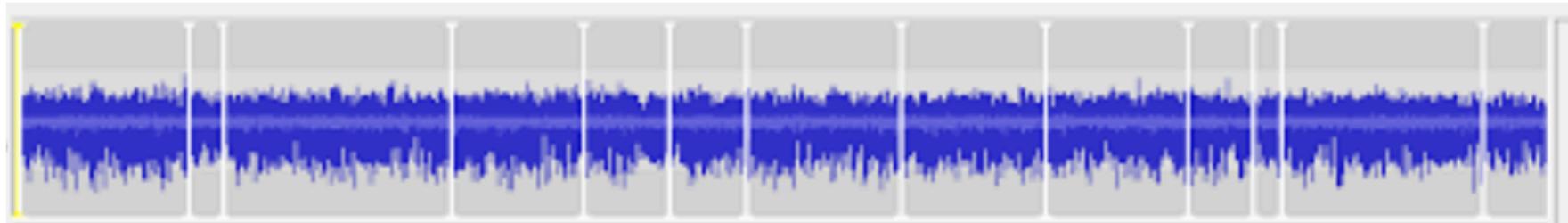
322
Public Relations and Political Activism

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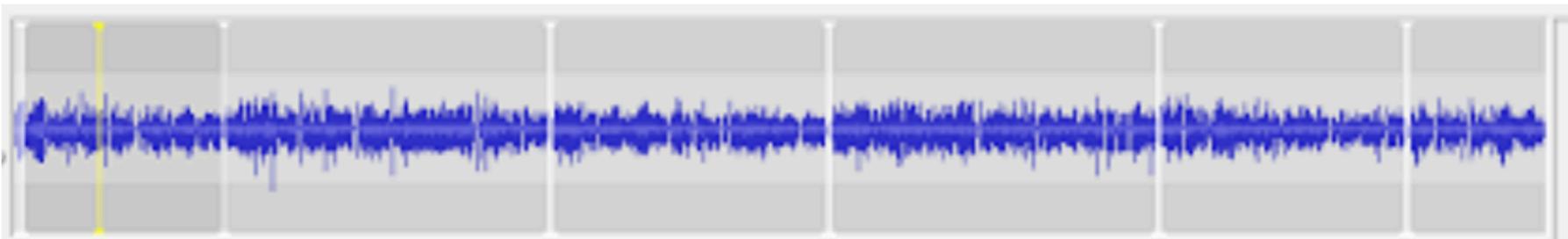
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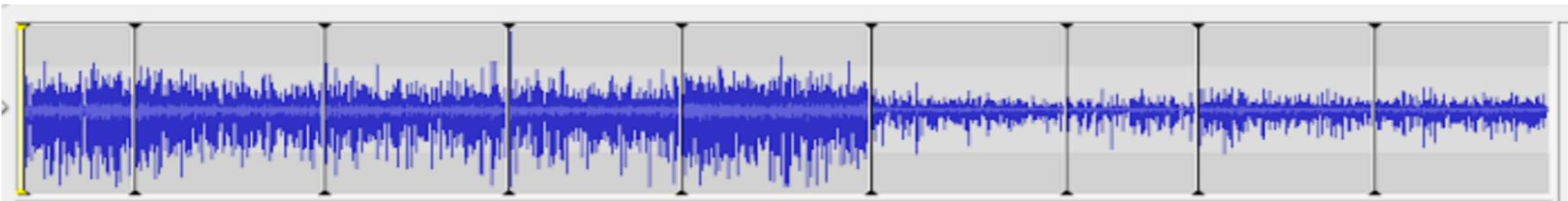
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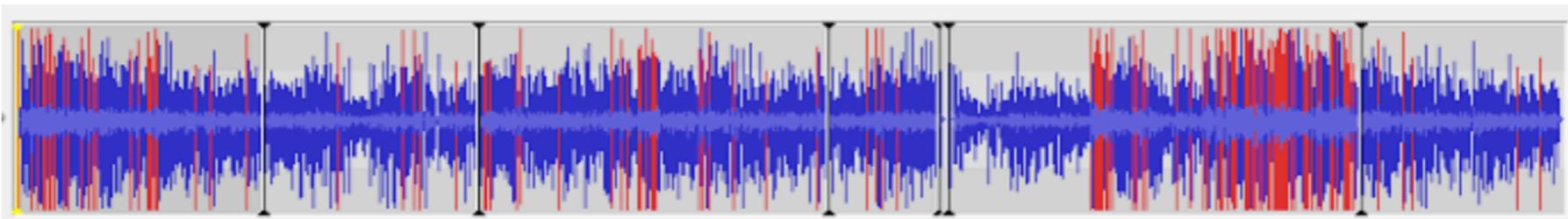
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Bad (inconsistent):



Bad (too loud):



QC Step 2 - Mark Sweep

Textbook PDF

EasyBooks

and (4) evaluating. Successfu 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.

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

KEY TERMS

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

REVIEW QUESTIONS

1. 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.
2. How does professional public relations differ from press agency?
3. Name and explain two ways to mess up responding to a crisis affecting your organization.
4. How does interacting with your publics through media differ than going through legacy media?
5. 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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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.⁷⁵

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 creditable information, rumors and gossip will spread person-to-person to fill the gap.⁷⁶ 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.⁷⁷

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

Peg McKay, accessed on 08/11/2014

Ian @HighDef
New reality show starts Monday on Hoarders! #Velveeta #velveetashd
by Ralph Hanson

Dragon @LittlePegMcKay
Velveeta is the first thing they took

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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

Input: - unknown

Zoom: 110%

Reader: Mollie Simon

Final Steps

- Checker fixes any errors they can (silence gaps, mouth noises, etc.)
 - Reader re-records sentences with errors in them
 - Reader marks the section as “Ready to SMIL!”
 - Post-production does a final audio check, links all of the chapter files together
 - Final Audiobook becomes available to borrower!



**Over time, build a virtual library
of over 80,000 human-read
textbooks and audiobooks**

How To Get Involved

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Learning Ally is always looking for subject matter experts to produce audiobooks!

- Fill out the “application” at <http://www.learningally.org/Volunteer>
- You can volunteer with:
 - Audiobook production
 - Fundraising
 - Become a social ambassador
- Complete the volunteer training (learn the conventions, how to access and check audiobooks, etc.) and begin with quality control. After completing this you can audition to read audiobooks.

NOTE:

**Content comes from the Learning Ally website
(learningally.org) or EasyBooks and is not properly
cited throughout the slides.**