**VPL Interview - Mairin Kerr**

The VPL is vital for young families and their children. The programs offered and the support given are invaluable. It would be ideal for our city to extend these advantages and let them be known to everyone. By surveying families I feel that we can gather information that helps us understand how to better extend the programs reach and encourage larger groups of citizens, and their children, to become part of this community.

I am an undergraduate student at UBC participating in a technical writing course. The purpose of this interview is to obtain primary data for research that will form a formal report on the use of infant/youth library programs in the city . The final formal report will be addressed to the Manager of Children and Teen Services at the VPL.

The interview contains 7 questions, and shouldn't take more than 30 minutes of your time. Your responses are voluntary and you may choose to keep yourself anonymous in the study.

Thank you for your participation!

1. What types of promotional channels do you use to promote the children and teen programs?
2. Could you speak to the decision to pick certain channels and provide visuals?

3) How often do the promotional materials get a refresh?

4) What motivates that to happen?

5) What type of budget is allocated for promotional material?

6) Does this differ between branches?

7) Are there any sort of promotional channels that are used specifically to help increase

attendance at the DTES (Strathcona) branch?