



Script for approaching potential key informants and requesting interview

"Hi, _____ [*person's name*]. This is _____ calling from _____. I hope that you're well, and I'm calling because the library is doing a project that we think you have some expertise on.

We are retooling our early literacy services. As a planning step, we're trying to identify and understand the pressures and opportunities faced by families with young children in our area. Because of your role with _____ [*the person's area of expertise*], we think you have some insight about families that would be valuable to us.

I'm wondering if we could make an appointment [*specify phone or in person*] for us to talk more specifically about what you know about families and also about the community assets and services they need. I think it will take around half an hour. I'm glad to send my questions in advance so that you have a little thinking time."

[If yes, make arrangements. If no, ask if there is someone else in the organization/group that might be valuable for you to talk with. If the person asks if s/he can respond via email, accept, but don't offer this as it's not as effective a way to establish a relationship with that person and organization as in-person or even phone conversation. Plus, you don't have immediate opportunity to follow up on the responses.]

"Thank you for your time, _____ [*person's name*]. The library so appreciates having good partner organizations in our community!"

Questions to supply person in advance:

1. Tell me what it's like doing your work in _____ [*specify your service area/community*]. What do you see as your mission as you work with young families?
2. From your perspective, what is it like for young families living here? (over)

3. What other agencies/organizations do you work with to help young families?
4. What are some of the most respected and/or useful agencies or organizations in _____ *[specify your community/region]*?
5. What gaps do you see in services or resources for young families? How could those gaps be filled?
6. Are you familiar with the library services we provides for young families?
7. What role do you think the library should play as a community resource both to you and your organization and to young families?
8. Is there anyone else I should talk to in order to get a good understanding of the situation here for young families?
9. Is there anything else I should know or want to add to what we've discussed?