



A life with or without books: What a difference 3 letters make.

We know what it means to be "with" – it means that we have something and it is ours.
We also know what it means to be "without" – it means that something is out of our reach.

What if instead of a life WITH books, your life had been withOUT books?
How would that have changed your life?
What opportunities might you have missed?
Where would you be today?



Imagine 180,000 people without a single book!

That is the same as the city of Providence, Rhode Island having zero books!

180,000 people speak the Lani language of Papua, in Indonesia. The literacy rate is extremely low. Until recently, they were withOUT books. But they have had digital books for about a year now, thanks to the help of the charity Remote School Papua and others.

They are just one of 700 living, indigenous languages in Indonesia!

Also a video of kids reading a talking book in Bloom

Reader: <https://youtu.be/He75CwF11nA>

Credits: Our donor and the teachers have given permission. They would just like for their website and Facebook page to be mentioned as the tablet donors.

<https://remoteschoolpapua.org>

https://www.facebook.com/remoteschoolpapua/?ref=br_rs



You know what it is like to serve a crowded market.
I'd like to tell you about a whole new market where there are few if any books at all!
There are 7,111 languages in the world, and thousands are just like the Lani.
22% of the world's people speak a local language.
But the clock is ticking for these markets.
Many don't even have a written language . . . Let alone books to read.



How many of you remember your great grandparents? Are your great-grandparents still living?

I only knew one of mine—Mittie Babb, out in Odessa, Texas. And she died a *long* time ago.

There are 300 languages that will disappear once the great-grandparent generation passes away.

Think about it—if you were in one of those 300 communities, when your great grandparents died, a language died.

In fact, every 40 days a language dies . . .

Are languages worth preserving? Yes—they aren't just a way to communicate; a language represents your identity, culture, local knowledge and history.

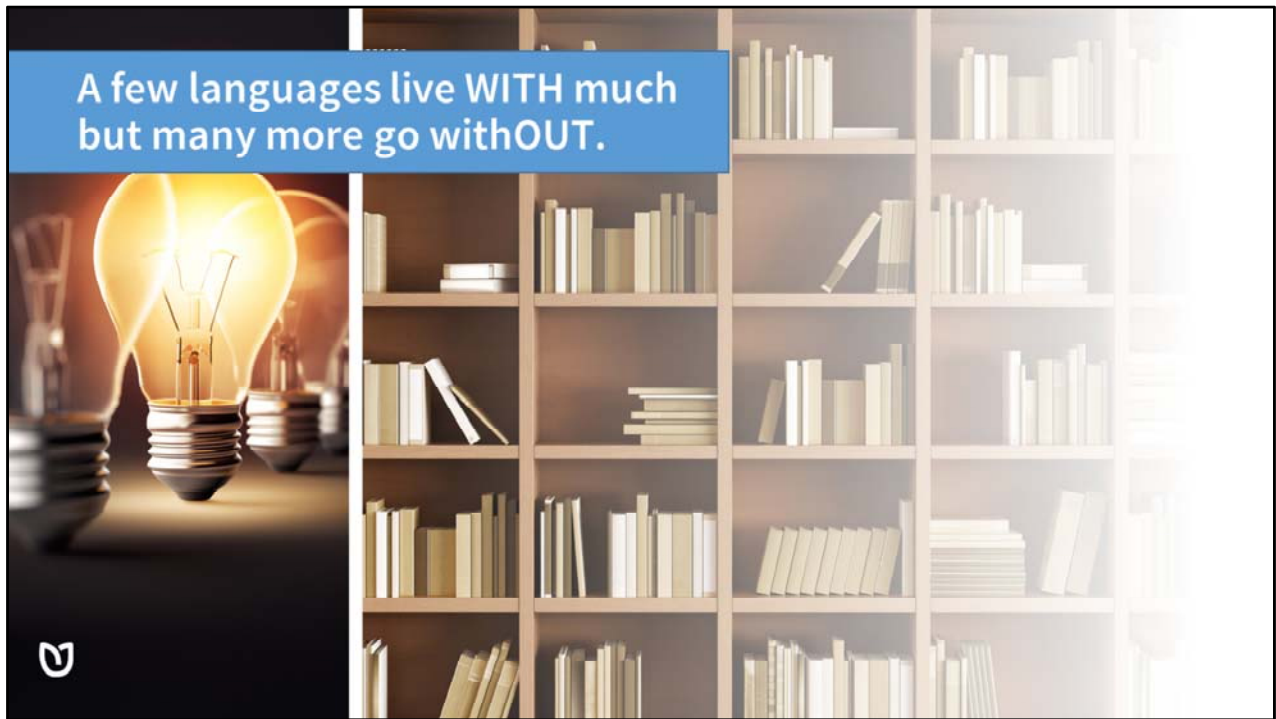
Recently, Kantuta Conde, a young Aymara woman in Bolivia wrote:

“Language is the main form of interaction with our environment. Words preserve stories, traditions, culture and identity. The indigenous languages represent the legacy of our grandmothers and grandparents. Our obligation is to take care of them because when an indigenous language disappears, the indigenous traditional knowledge...also disappears. Moreover, indigenous languages consist of accessing a

world of culture and a different conception of the world. The treasure of indigenous languages is a heritage that should not be lost.”

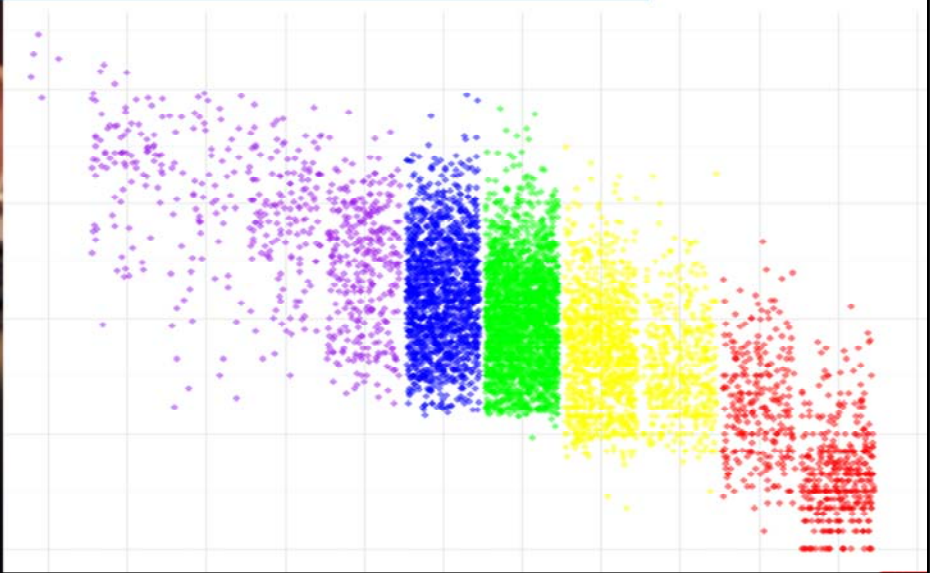


What is one of the fastest ways to stop the loss of a language? Write a book! A language without literature will most likely lose speakers until there are no more.



Every book that is written in a language that has never had one is like a light bulb turning on in a new part of the globe. Every time we bring books to a language community, the light goes on and they are able to explore their world in a new way.

Three Realities for 7,111 Languages



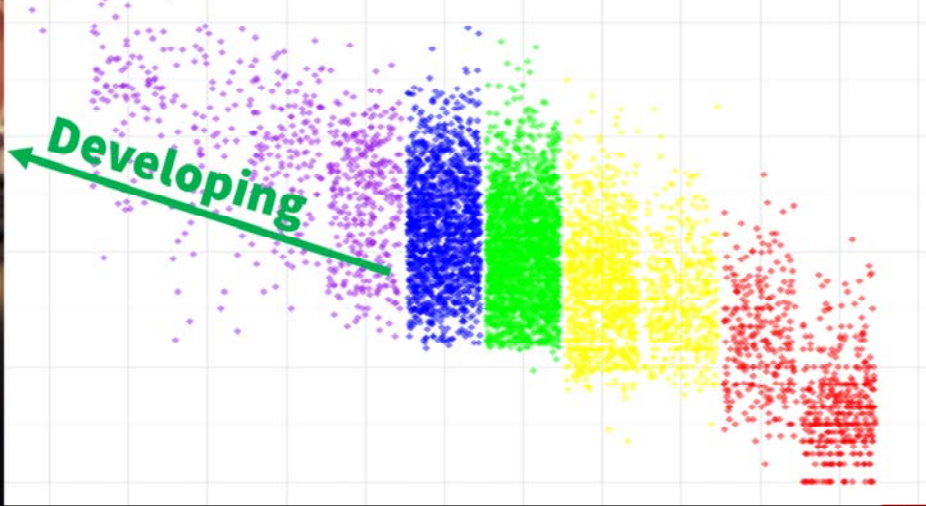
Each dot on this chart represents one of the 7111 languages in the world today. Let's talk about three realities for those languages.

Three Realities for 7,111 Languages



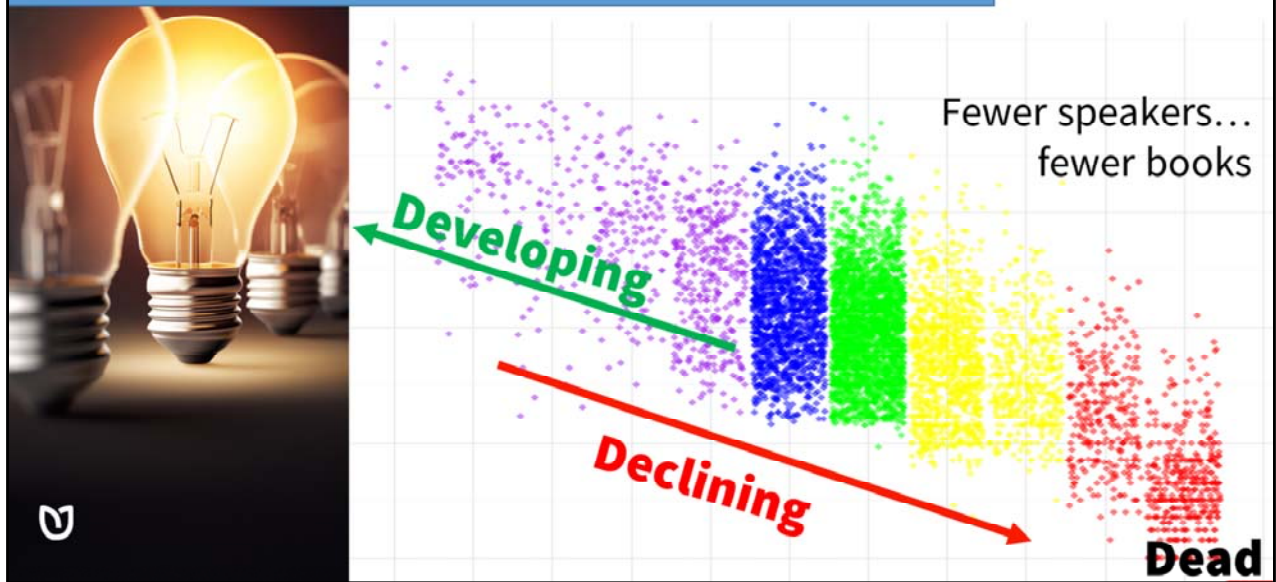
More speakers...more books

Developing



If your language is toward the upper left, it is more developed and you are surrounded with literature.

Three Realities for 7,111 Languages



As you move down and to the right your language is less and less developed. and you live without books.

In fact, over time, your language will lose speakers until there are no more.

Three Realities for 7,111 Languages



Literature Momentum

Act Now!

The thousands of languages between the blue and the red dots are where the work must be done today for these languages to develop and their speakers to have books.



So what is the answer?



It's simple really...Those local languages that currently are without books and education need to experience life **with** books.



People want to keep using their languages and develop them.

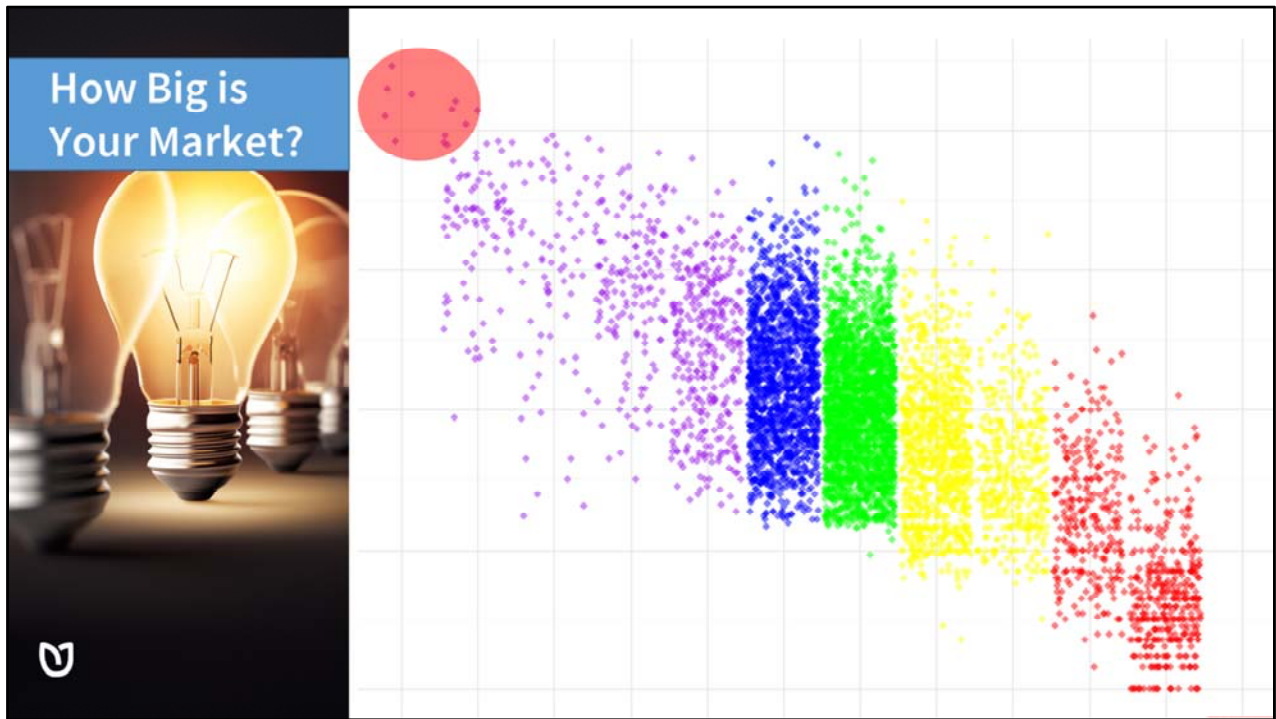
They want to communicate their thoughts, dreams, and creativity to their peers, their children, and succeeding generations.

Digital publishing can help preserve languages and keep them vibrant.

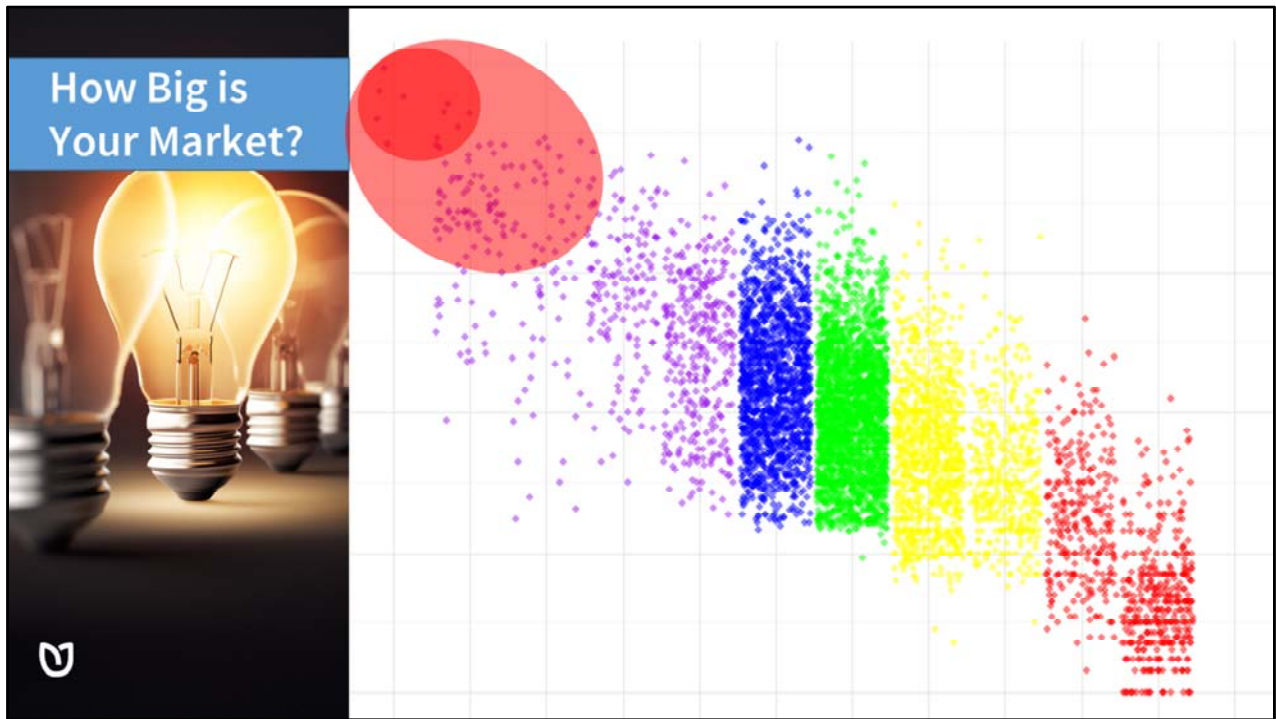
It's perhaps the best way to capture the wisdom, experiences, and stories of language communities—especially the handful of people still speaking those dying languages.

Digital publishing is a game changer for minority languages for three reasons:

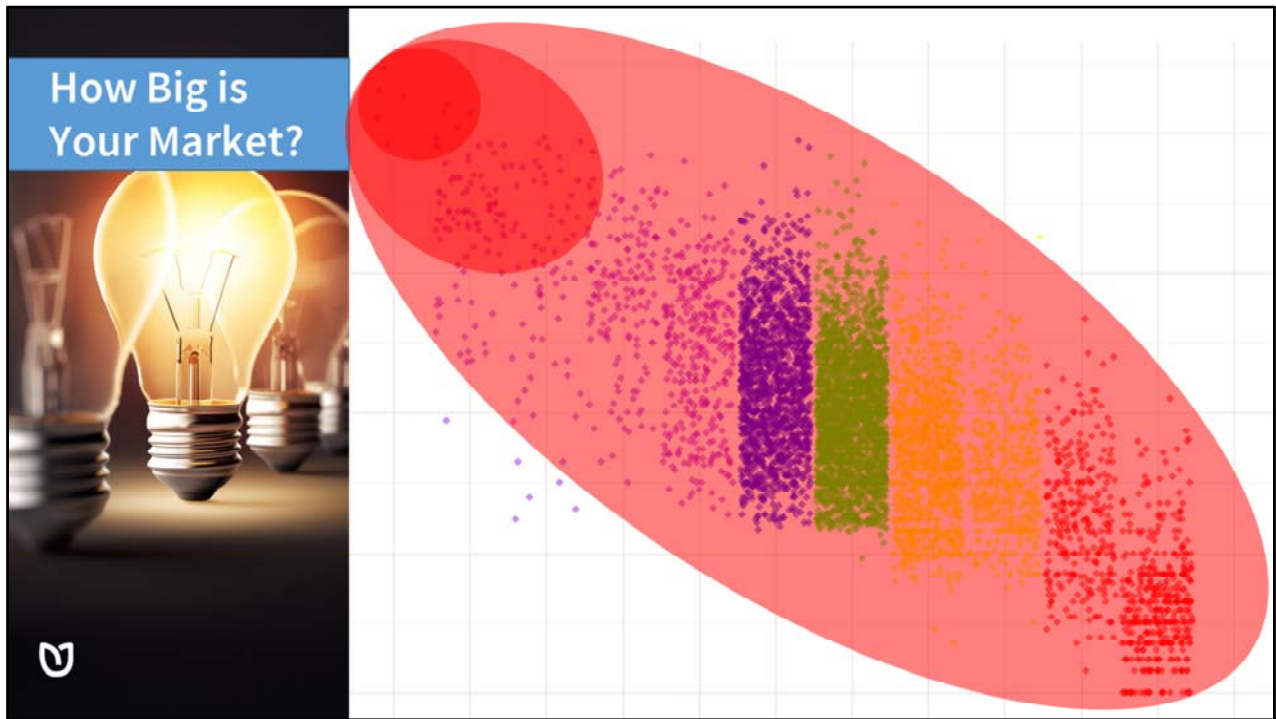
- The dynamics of small markets,
- Rapidly increasing digital access, and
- The need for local content.



Your target market may be this big



Or *maybe* this big



But I can guarantee it's not *THIS* big!



Big Markets vs. Small Markets

Big Markets Look Like This:

100 Languages = 60% of the population

Publishing Industry is already 1/3 of the way there

Keep doing what you are doing!

Small Markets Look Like This:

7011 Languages = 40% of the population

Median size of communities—29,000 speakers

We need a new approach!

The big markets are taken care of. With books in 105 languages you can serve 60% of the world's population.

You're already about 1/3 of the way toward meeting that goal—keep going!

But what about the remaining 2.8 B people?

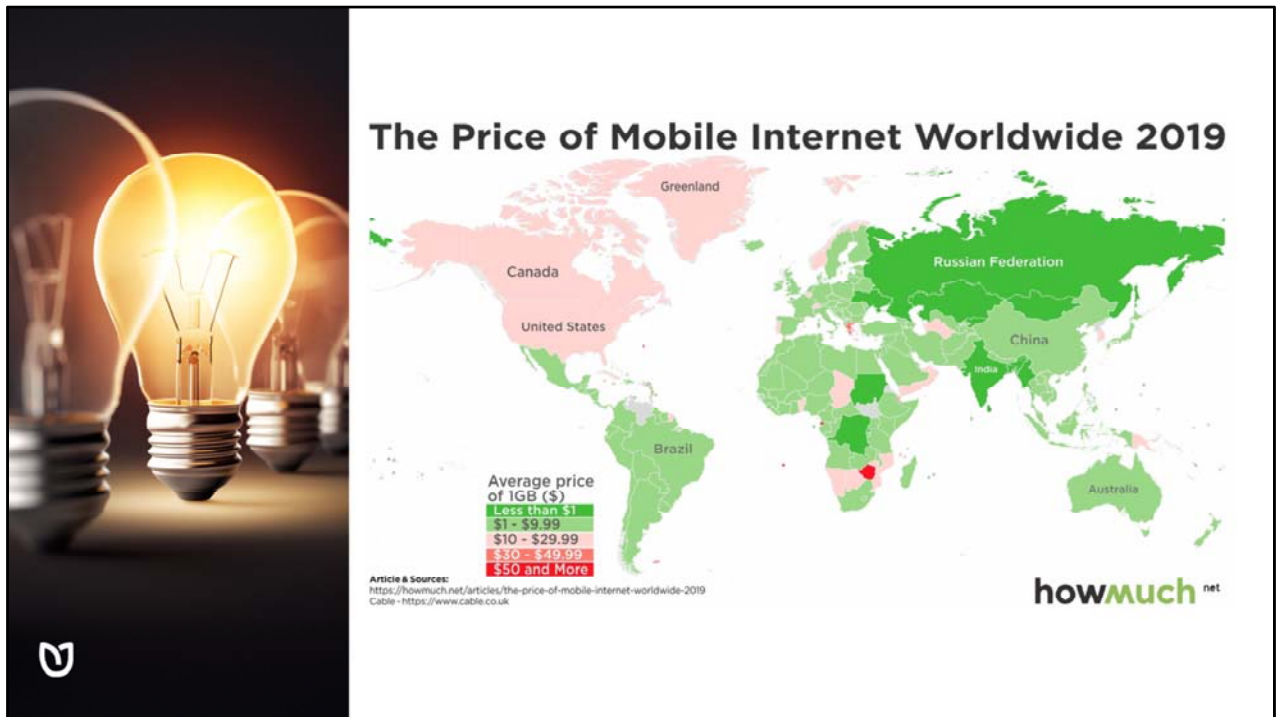
The median size of the communities speaking these languages is 29,000.

Print runs for markets of that size are cost-prohibitive.

But digital books are an excellent way to make literature available to millions of people in their own languages.

I know of three non-profit websites that make books available today in nearly 200 languages each—6 times as many languages as Amazon covers.

So digital publishing helps address the challenge of small markets.



Digital publishing is also a game changer because access to digital technology is increasing rapidly, including in Low and Middle Income Countries. And the cost of mobile internet has gone down dramatically. This is making access to digital content much more viable. Many developing countries have cheaper data rates than the U.S.!~

A study in Kenya showed that people would sacrifice food, clothing, and transportation in order to purchase their cell phone minutes!

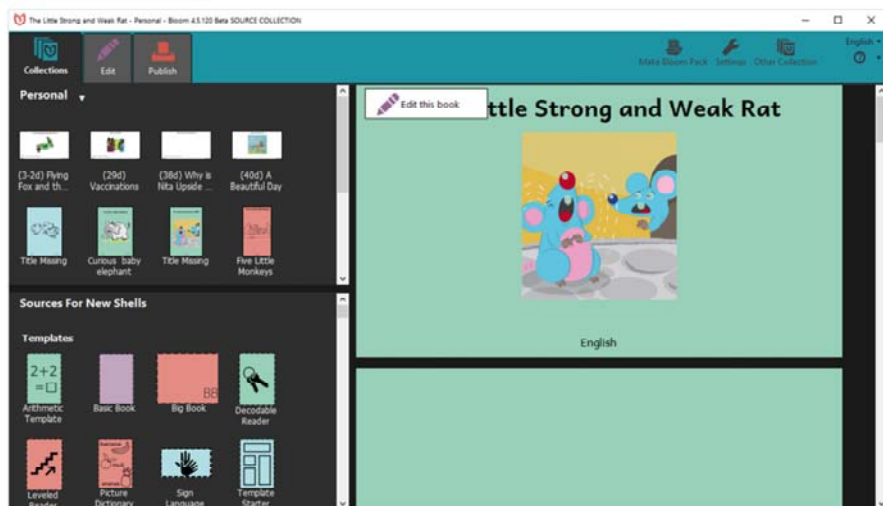
(<http://www.infodev.org/articles/mobile-usage-base-pyramid-Kenya>)



Digital publishing is also a game-changer because people need local content. Books from other places are great, but people need books that are relevant to their lives. Who knows better what is relevant than local authors? In teaching and learning, a key principle is to move from the known to the unknown. Those who write from within a culture are best positioned to take people on that journey. Added to that, only local historians and story-tellers can pass on the wisdom, traditions, and oral history of a culture. So local authorship is a key to preserving a way of life and building the foundations upon which a community can gain an understanding of the wider world—if the technology is within their reach.

A simple solution, enabling people to tell their stories.

Let's grow a library
Bloom



Bloom software from SIL International was designed with minority language communities in mind. In many places, technology is a barrier rather than an enabler.

But Bloom makes it simple to make simple books—even if you've had little exposure to technology.

People with minimal computer skills can begin creating their own books within one day of training and coaching.

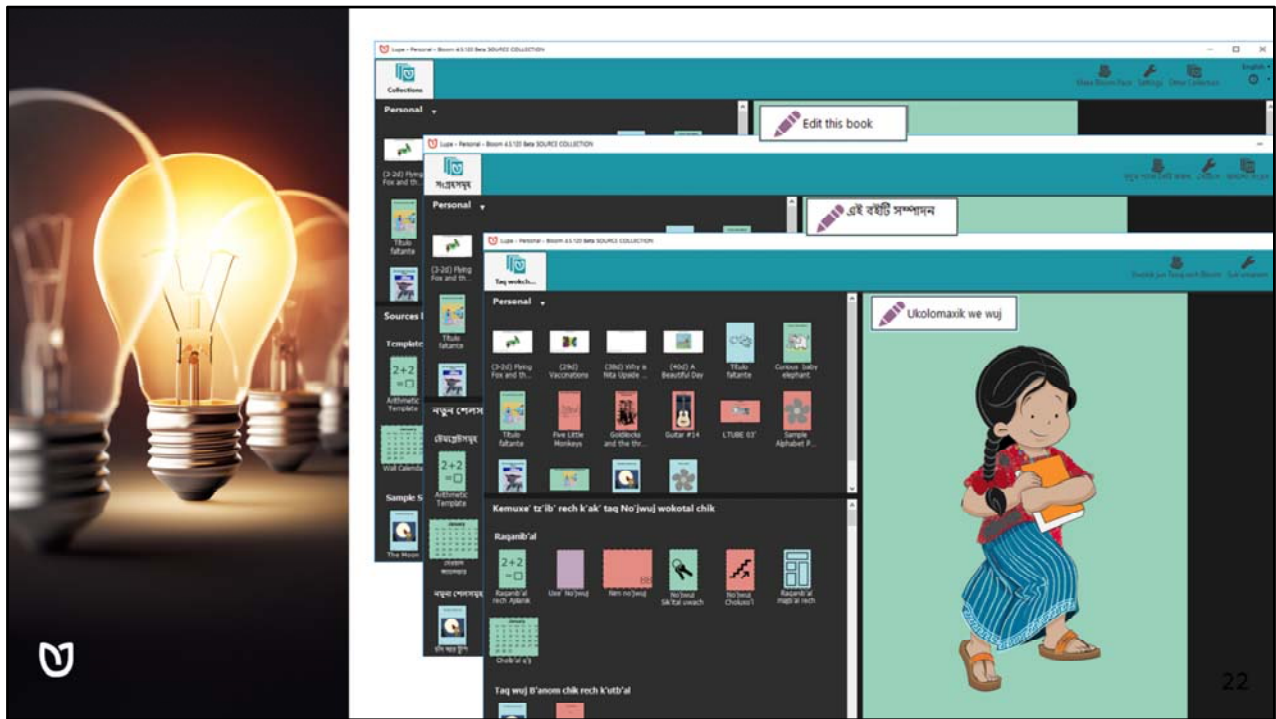


Nearly 10,000 registered users worldwide are creating and sharing books locally and globally.

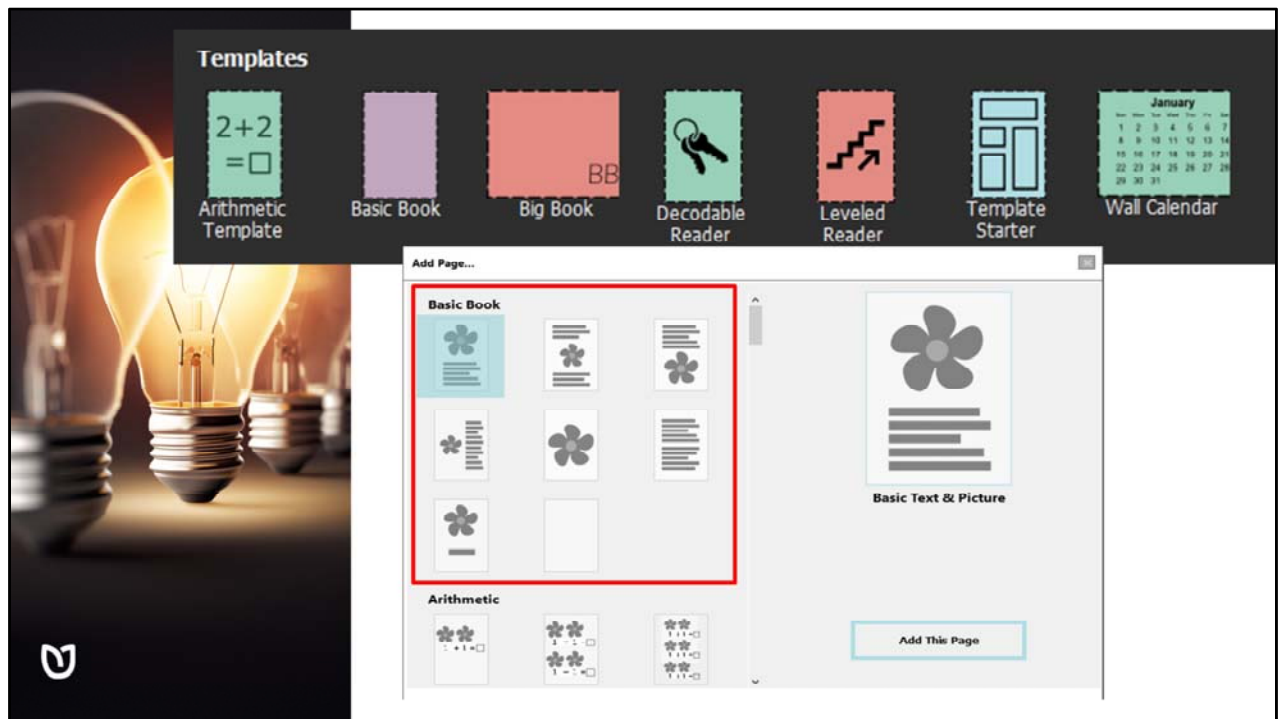
The online Bloom Library enables speakers of local languages to share the books they've created as well as find books that they can translate and adapt into their own language. Bloom Library has more than 5,000 titles in 200 languages and growing steadily.

The top 10 countries for Bloom use represent many places that are rich in linguistic resources:

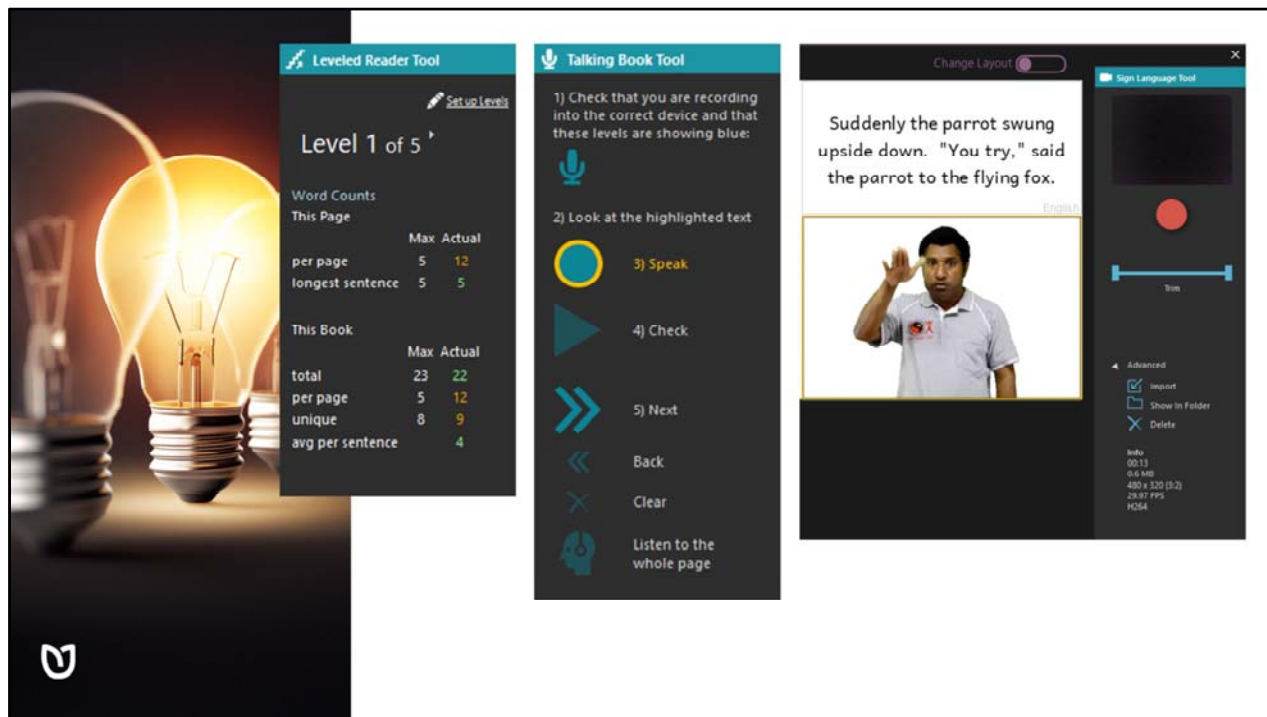
Bangladesh, Philippines, United States, Thailand, Guatemala, Nepal, Indonesia, Kenya, India, and Cambodia.



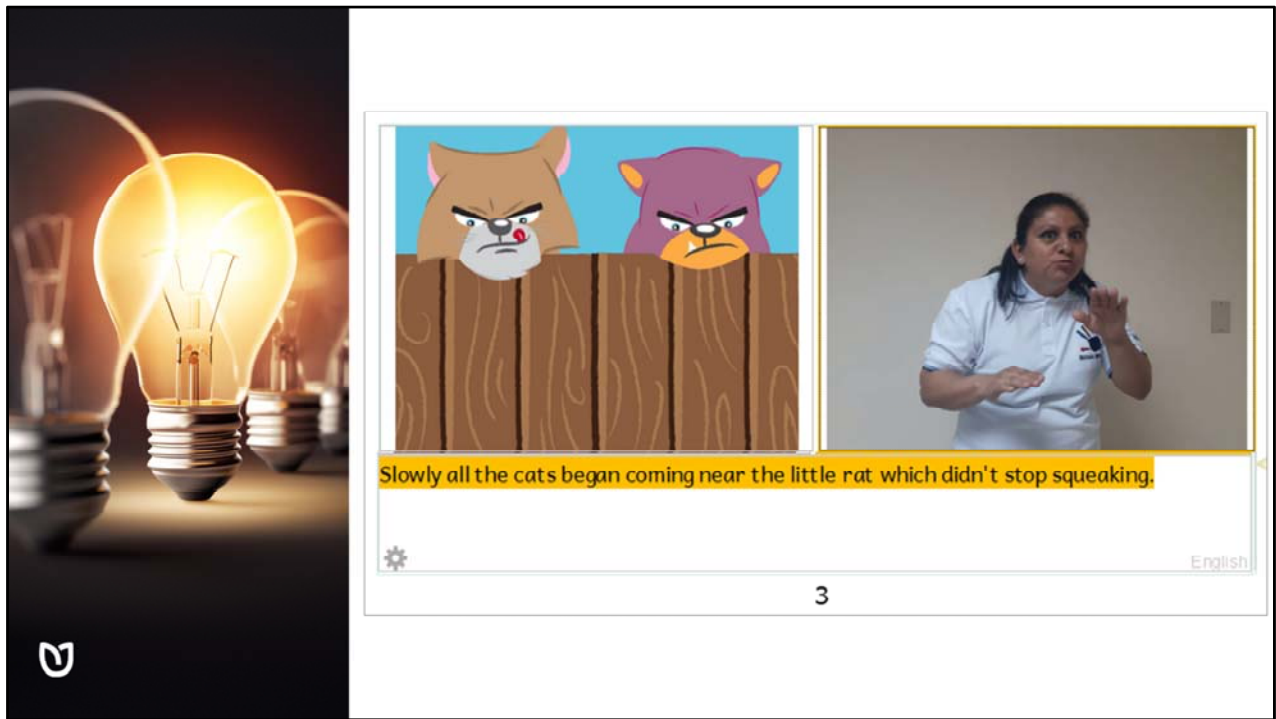
Bloom has a simple interface which has been localized for more than 20 languages—including two Mayan languages spoken in Guatemala!



Book and page templates simplify book creation.



There are also specialized tools for creating leveled books, talking books for the visually impaired, and sign language books.



One digital Bloom book page can have text, audio, images, and video.

Text “Bloom” to 484848
to explore a partnership with Bloom



Join us to help people **withOUT** books
join the ranks of those **WITH** books to read!

Your Corporate Sponsorship helps make this
simple solution accessible to communities
everywhere.

Thank you!



We are here today to raise your awareness of how digital books are transforming the minority languages of the world and to ask you and your companies to be sponsors of the Bloom platform.

You can make a difference
individually,
through Cause Marketing, or
through Corporate Social Responsibility

Text ‘Bloom’ to 484848 to learn more.

And sign up for the “Bloom Library Breakfast” Thursday morning at 7:45 and come hear more!

Thank you for listening.