

To: Karen Strege, State Librarian
Montana State Library Commission

From: Anastasia Burton, Communications/Marketing Coordinator

Date: April 14, 2004

Re: **Marketing and Outreach:**

Library Programs:

The Great Career! @ your library and PEEL scholarship campaigns officially began earlier this year. The **Great Career! (librarian recruitment) brochure** was printed in March. Insty Prints printed 5,000 copies of the publication. Lodestone Advertising of Great Falls designed the brochure; text was written by Anastasia Burton and Sue Jackson. [*See Literature Sample tab*].

The ad agency designed this publication to appeal to Native Americans as well as others who may be considering a career in librarianship. The brochure was also designed to be useful throughout the three-year campaign. In addition, its look ties in with the **Great Career! website**, which was designed by Burtcom of Helena. The website (<http://msl.state.mt.us/greatcareer>) offers information about the PEEL scholarship, Montana's libraries, and profiles of several Montana librarians.

Copies of the brochure were mailed to campus libraries and career services offices across the state for **distribution** to students at public, private, tribal, and vo-tech colleges. The recruitment brochure was also distributed at the **Ft. Belknap Career Fair** in February and the **University of Great Falls Career Fair** on April 6. In addition, the Helena Career Fair Committee sponsored booth expenses for MSL at the **Carroll College Career Fair** on April 7, which allowed us to outreach in person to students and job seekers, as well as do an interview on KMTX radio.

Our statewide technology librarians are also taking brochures with them for distribution to public libraries throughout their regions. Copies of the brochure were also included in the registration packets at MLA, and more will be available for attendees to take back with them.

Additional distribution includes Cheri Bergeron/OPI, who distributed 225 brochures to superintendents of public schools and their staff. We are also exploring options for making the brochure available at the MEA/MFT Educator's Conference this fall.

Another new marketing tool has been created – an **InfoTrac brochure**. This resource was designed for a diverse audience: students, older youth, and adults, who seek a variety of information from the InfoTrac collection. Design services and printing costs for the brochure were provided by Thomson Gale as part of their existing contract for services agreement. Text was written by Karen Strege, Bob Cooper, and Anastasia Burton. Twenty-five thousand copies of the brochure were printed; a number of them will be distributed at MLA and via the statewide technology librarians. Other distribution methods are also being planned.

The brochure offers an introduction to the data offered through InfoTrac as well as information on how patrons can access the collections. Local libraries can customize the brochure by stamping their contact information in the space provided on the back. Contact info for MSL is also included. *[See Literature Sample tab].*

MSL and the Attorney General's office issued a **joint press release** on March 3 regarding the **antitrust settlement involving music distributors and music retailers**. More than 12,000 Montana consumers are receiving refunds and 95 Montana libraries will receive cd's as part of the settlement agreement. The press release was picked up by Associated Press and ran statewide. MSL's Communications/Marketing Coordinator was interviewed by MTN, a statewide CBS TV affiliate, and KTVQ, a Billings CBS TV affiliate.

Bernadine Hoduski, Chair of MLA's Government Affairs Committee, requested **information packets about MSL** and its federations for the panelists and gubernatorial candidates attending her MLA workshop on library funding.

The MSL annual report is currently being printed. Commissioners will receive a copy via mail if the reports are not back from the printers in time for distribution at the meeting.

A new marketing campaign, possibly promoting early literacy, is in the discussion phase. Details to follow in the June report.

NRIS:

Began a series of six **watershed group trainings** on NRIS services around the state as part of an EPA grant for watershed planning assistance.

Staff attended **national EPHT conference** in Philadelphia as part of new contract work.

Staff attended **national Government Information Locator Service (GILS) conference** in North Carolina.

February's NRIS Seminar, "*Using Census Data with GIS*" was presented by Kris Larsen of the CEIC/Montana Department of Commerce. It was an informative and well-attended presentation.

Marjean Magraw and Christine Korhonen with the Montana Department of Public Health and Human Services were guest speakers at the **March NRIS Seminar**. Their presentation was "*GIS and the Environmental Public Health Tracking Program.*"

NRIS received **print coverage** in February for its new three-tier data access system and updated cadastral/CAMA shapefiles.

NRIS was the subject of a **feature story** in the March 29th *Bozeman Chronicle*. *[See Literature Sampler tab for story.]*