

Marketing and Outreach Update

April 19 to May 26, 2004

Library Programs:

The new **InfoTrac brochure** is in the process of being distributed. Twenty-one thousand copies have been distributed, primarily via MSL's booth at MLA and through our statewide technology librarians. We have ordered 5,000 more copies, which will be provided at no charge from Gale.

Tracy Cook will give an **Infotrac presentation** for school librarians at the MEA-MFT Annual Conference in October in Helena. She will also distribute copies of the Infotrac brochure via her workshop attendees.

Book bags imprinted with the MSL logo have been ordered. They will be used for distributing InfoTrac brochures as well as other library materials.

Discussions are underway with Ebsco to create a patron-focused **brochure regarding the Auto Repair Reference Center**.

Planning for a **statewide early literacy marketing campaign** is in the beginning stages. A group comprised of MSL representatives, the MLA marketing committee, and interested librarians will meet June 16 for a preliminary meeting to discuss what's currently being done at local libraries to promote emergent learning and how a statewide MSL marketing campaign could help bolster those efforts. A preliminary meeting with a "partner group" with representatives from groups such as Healthy Mothers, Healthy Babies, Head Start, and the Montana Chapter of the American Pediatric Association will be held in late June.

MSL and the Attorney General's office have prepared a **joint cover letter 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 letter will accompany the cd's distributed to libraries.

The **MSL 2003 Annual Report** was printed and distributed in April [*see literature sampler tab*]. The **2003 Montana Public Library Annual Report of Statistics** was also printed and distributed in April and a related press release was sent to media.

NRIS:

April's NRIS Seminar, "*An On-Line Demo of the Montana Fishing Guide*" was presented by Janet Hess-Herbert of Montana FWP. Her presentation was informative and very well attended.

Rob Hazlewood of the US Fish and Wildlife Service presented "*From Montana to Mexico: The Western North American Migratory Bird Project*" at the **May NRIS Seminar**.

The following media opportunities were arranged last month to publicize NRIS resources: Drought mapping/info resources, Lee Newspapers and MTN-TV as tie-ins to their coverage of the Governor's Drought Advisory Committee Meeting. [*See Literature Sampler Tab for story.*] Plant Field Guide: *Billings Gazette*. *The Helena Independent Record* continues to pick up our NRIS seminar announcements, which really helps publicize these events and boost attendance.

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

Staff presented an NRIS overview at the Environmental Public Health Tracking Network's brown bag lunch series.

Staff presented NRIS site training to DNRC water rights clerks.

Staff presented two four-hour workshops and three talks at the annual Montana – Idaho GIS user's conference in Billings.

Plans for the creation of a database to track outreach presentations/conferences are underway.