

# Marketing and Public Relations

September 22, 2004 – November 17, 2004

- 1) **Information Packet** – An information packet is in the process of being developed for general PR and marketing purposes. The packet will be a tri-fold folder, and will include information about the State Library, and all programs and departments on pull-out sheets of paper. This will allow us to easily (and inexpensively!) revise this document as new programs develop, contact information changes, etc. The information packet will be ready for the legislative session, but will also have a long life beyond the session.
- 2) **Annual Report** – A draft of the annual report is complete. It is being revised and will be designed and printed in time for the session.
- 3) **Statewide Marketing Campaign** – A new statewide marketing campaign is being developed. MT Librarians voiced that a Montana-focused campaign would be their preference. They also want a campaign that showcases both traditional and new library services, and one that features the MT library as community center and center of the community. A campaign proposal will be available at the next meeting. Note: MLA will dedicate \$5,000 to this campaign, requiring that a way to measure the success of the campaign is in place.
- 4) **Big Sky Libraries** – BSL will be shifting to a quarterly publication schedule, and will now be published in March, June, September, and December. The issue will be longer, and will have a new look (new paper, new layout, etc.) The newsletter will also shift from announcements of workshops, etc. (although there will still be room for that) to being issue-focused – issues facing librarians and libraries in Montana. Each newsletter will focus on one main issue, with all articles revolving around that issue. The December newsletter will focus on *change*.
- 5) **Library Day** – A committee, consisting of MSL employees and an MLA representative, is planning Library Legislative Day. The Day is scheduled for 1/31/05 at the State Library.
- 6) **General outreach**
  - a. GIS Day – An event was organized by NRIS featuring various state agencies demonstrating the ways they use GIS in their agencies. Governor Martz issued a citation declaring 11/17/04 as GIS Day and encouraging Montanans to learn more about GIS. Jim Hill was featured on 6 & 10 p.m. news on KTVH.
  - b. Missoula evening news (KPAX) ran an outdoor feature on NRIS/FWP hunt planner. Has link to news clip on Web site. Also has link to NRIS Web site on their site. See [www.ktvq.com](http://www.ktvq.com) and click on the Missoula (KPAX) link.