

Marketing and Public Relations
February 1 – March 22, 2006
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What's Your Story – We have wrapped the new television PSA for the "What's Your Story?" campaign. We are waiting to hear from the National Library of Medicine regarding logo placement and Web site that they want featured in the ad. The ad features a Native American senior citizen with his grandson, and talks about how he researched health issues at the library. Our goal is to get it on the air during National Library Week, and then to have it run on network and cable TV for the next several months. We will also be lifting audio off the ad, and will distribute this to radio stations statewide for free play.

We have also wrapped a new poster, which features a Native American woman and talks about health issues. We will get 750 copies of this poster printed, which will be distributed at the Montana Library Association meeting to librarians. AARP is paying for printing of this poster.

The new marketing committee met and voted to focus on baby boomers as the next audience for the "What's Your Story?" campaign. Our thinking was that we didn't want to totally abandon seniors since libraries are just starting to get used to the idea of marketing to this group. Plus with a limited financial budget and limited time, we don't have the resources to completely shift gears. Thus, we are switching to the "young" seniors – boomers. We will look for new partnerships to support this effort, and have talked about focusing on investment businesses, such as D.A. Davidson and Edward Jones. A whole set of new tools will be developed to support this new campaign, including posters, radio and TV ads, programming, etc. The committee also voted to spend the following year (2007 -2008) on young children and families. We are going to begin work on this new audience this year as it will be a much larger shift.

The "What's Your Story?" campaign was also awarded a gold addy from the Montana Advertising Federation and was awarded the media award from the Montana Library Association.

ACLU – A disproportionate amount of my time was spent handling the media regarding our decision not to show the ACLU film "Beyond the Patriot Act." A summary has been sent to the Commission, so I will not re-hash it here.

Print projects – The annual report is complete and will be available at the next Commission meeting.

The Montana State Agencies brochure is complete and will be available at the next Commission meeting.

Working with Jim Kammerer and Tori Orr, marketing materials have been developed for the State Publications Center. Now with each print job, a state agency receives a flyer

from the State Library informing them that it is state law to deposit materials. We hope that this will increase the number of publications that are deposited.

NRIS Seminar Series – I have been working to target market the NRIS seminar series. A flyer and a press release are developed for each speaker and topic. These are distributed in wide release to each Montana news outlet. Additionally, the materials are distributed to each public information officer with the State of Montana for posting on internal Web sites and in the physical building of the agency. I also send email notices to discussion lists that are in line with the speaker and topic, and to individual employees of the State that may be interested given their job title (i.e. to all GIS specialists, etc.) This tactic seems to be working because we have significantly increased the number of individuals who attend the seminar. Over 25 people have attended each of the NRIS seminars.

I have secured a radio talk show opportunity on “Home Ground” on Montana NPR for the Natural Heritage Program. Bryce Maxell and Scott Mincemoyer will be guests on the show.

I gave a presentation to the Broad Valleys Federation at their meeting in Livingston on using marketing to demonstrate the value of their libraries.

I am working on developing our booth for the MLA Conference, and all corresponding materials. We are going to develop several new print pieces for distribution that will be in a “field guide” format. I am working with department managers to identify the most important pieces for development.

I am also working on a weeklong media blitz for National Library Week (first week of April). I am developing new tools and materials for libraries around the state to use to personalize and send to their local media. These will be available on the “What’s Your Story” site. However, I am also working on a series of articles about the State Library that will help Montanans to better understand our programs and how we serve them.