

Marketing and Public Relations
August 1 – September 20, 2006
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For December 13, 2006 Commission Meeting

Goal One – Content - *MSL acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

What's Your Story – We wrapped six photo shoots, all of which featured real Montana baby boomers. The posters also feature boomers interacting with different generations of folks because we felt that this represented the way of the boomers – i.e., they interact with co-workers, their parents, their grandkids, etc. After a few revisions to the artwork, we have finalized and are ready to go to print. The artwork from the posters will also be used to design new bookmarks as well.

New print ads that will be entirely customizable by libraries are also complete. These will be available for download from the Web site. We will encourage libraries to use these ads to market their programming for baby boomers. Libraries will be able to go into the ad, insert their logo, address, hours, and the programming information. Then they can burn the ad to a disk and give it to their local newspaper. This effort will help us establish the "What's Your Story?" brand, while simultaneously providing an excellent resource for Montana libraries.

We have received funding in the amount of \$5,000 from Mountain West Bank. I am in the process of applying for a grant from the National Network of Libraries of Medicine for \$12,000 to be used for TV and programming. I am also in discussion with Thomson Gale about a \$10,000 sponsorship of the campaign that will be used for TV ads and media buys after the first of the year.

I am working closely with Tom Marino, who has begun revisions of the Web sites.

The programming booklet has been mailed to 110 Montana public libraries. The package also included a DVD about identity theft developed by one of our partners, AARP Montana, for use with some of the programming ideas in the booklet.

The "What's Your Story?" campaign will be featured in an upcoming publication by OCLC. I completed an interview with the writer and she will send me a copy of the article to proof prior to going to print.

Big Sky Libraries – Big Sky Libraries has taken a kind of hiatus, but is about to come back in full force. Working with Tina Hash, I just completed our re-introductory issue. It will feature the new tools of the "What's Your Story?" baby boomer campaign, with samples of materials for librarians to use, including programming ideas, letters-to-the-editor, and newsletter samples. We are going to print right now, and this new issue will be mailed on December 5.

I am also working on another new issue that will be mailed late December/very early January. This will focus on legislative and funding issues. Darlene will write a letter focusing on what the State Library will support and the decision packages we will put forth for funding. Linda McCullough has offered to write something for the Commission. Lois Fitzpatrick will write something from the MLA perspective. I am also working on developing a range of tools that people can use for the session, such as worksheets on knowing their legislator, etc.

Annual Report – I have begun work on the annual report. We will be shifting gears this year, and the annual report will focus instead on our users – and how they can't live without the State Library. The program managers all reached out to some of their users, providing them with a questionnaire I developed. The users responded to the questionnaire. I am in the process of sorting through this information, with the goal of having the annual report ready to go the first week of the session.

PEEL II – We received an extension to use some leftover funding for some marketing in relation to PEEL, our professional librarian recruitment effort. To this end, I have worked with Sue Jackson and with Q Communications Group to develop a comprehensive marketing and outreach campaign. The campaign will include a new television public service announcement, a new poster, a bookmark, a print ad, and a comprehensive statewide TV and radio buy. I wrote the TV ad; it has also been shot and edited. We will purchase air time beginning in January. We will leave audio off of the TV and produce that for radio. It will be distributed statewide for commercial air, but we will purchase air time on college radio. A print ad, based on our prior brochure and a new poster, is in development for placement in college newspapers. We are also developing a new bookmark, to be distributed at libraries statewide. Finally, a new poster is in the works. We will put together a new package of recruitment materials that will be distributed to all college recruitment offices, and to tribal employment offices. Each of these offices will receive a copy of the TV ad on DVD, a packet of bookmarks, a packet of brochures for display in a plastic display case, and a handful of posters to hang up in appropriate areas.

I am also in the process of submitting our PEEL II recruitment pieces for an award called the John Cotton Dana Public Relations Award. It is the most prestigious award given to libraries, and comes with a \$3,000 award check. The application is due December 8.

Goal Five— Sustainable Success - *MSL is a well-run organization and a sought-after employer; it is efficient and effective (measured against partner and patron outcomes), and successfully engaged in its ongoing mission.*

Legislative Session – I am serving as co-chair of the Library Day Committee. The budget has been finalized. Invitations have been ordered. Food and beer orders have been placed. Entertainment is lined up. As far as marketing goes, I am in the process of putting together talking points for all MSL employees during the legislative session. These will include program highlights, as well as general info about libraries in Montana. Also, I am working with Lois Fitzpatrick to put together a training session for the day of Library Day.