

Marketing and Public Relations
December 14, 2006 – January 29, 2007
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For December 13, 2006 Commission Meeting

NOTE: I was on maternity leave from December 6, 2006 through January 17, 2007.

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

What's Your Story – I just received \$5,000 from Mountain West Bank. We will use part of this money to pay for printing of the new baby boomer posters. The remainder of the money will be used to design a series of bookmarks and get those printed. These will be available for give-away at the MLA conference in April.

I have had conversations with the Northwest Regional Medical Library about a donation to the Montana Library Association for the campaign. We will use their donation to pay for the design and printing of a new poster. We will also work to develop a new program to have hospital librarians provide trainings at public libraries on how to utilize health information via databases available in libraries. I was unable to complete the application for the \$12,000 grant due to having my baby. Next year!

I am in the process of working on revisions of the Web site. We will be doing a new "look and feel" to match with the younger Boomer population, trading out photos of seniors for our professionally-done photos of boomers, updating all data on the site, archiving all senior citizen material on the site, and doing a new movie to introduce the site.

I continued conversations with Thomson Gale about the possibility of a \$10,000 donation to the campaign. However, because we will be going out for an RFP, which Thomson Gale will surely bid on, we have decided to end discussions with them about this at this time. I have followed up with Thomson Gale and informed them of this decision.

Big Sky Libraries – We published an issue of Big Sky Libraries that was mailed in early December. It featured the new tools and materials of the "What's Your Story?" campaign. Another issue is now in the works that will focus on the value of libraries, including the State Library, to our communities and to the patrons we serve. I am working on getting guest writers from libraries around the state to write about this. Linda McCulloch will write the Commissioner's Corner.

Annual Report – I have begun work on the annual report. The annual report will be ready for distribution at MLA.

PEEL II – I have worked closely with Sue and with Q Communications to wrap up the marketing for PEEL II. This has included a television ad, which ran statewide, a revision of the Web site, a poster, bookmarks, press release, letters, and a large mailing. This mailing will be done this week of January 29.

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 served as co-chair of Library Day. Library Day was held and was a roaring success. We met with the committee and with program managers to review what didn't work and what worked well. I am in the process of compiling these notes for 2009.