

Marketing and Public Relations
February 15 – March 26, 2007
Prepared by Sara Groves
For April 11, 2007 Commission Meeting

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

What's Your Story – 500 of each of six posters were printed in time for the Montana Library Association conference. We also printed 10,000 each of two different bookmarks. All of these materials were distributed at MLA for give-away to patrons and to display in libraries and throughout communities.

I completed a huge amount of new materials for the "What's Your Story" campaign. These included brand new letters to the editor, newsletter articles, op-eds, news releases, key messages, programming ideas, sample programming evaluations – all written specifically for our target market of baby boomers. Tom Marino revised and updated the librarian What's Your Story site and posted all of these materials to the site.

I worked with the Northwest Regional Medical Library to fine-tune my grant. The grant provided funds to develop a television ad promoting health resources for baby boomers at the library. I am now working closely with a couple of medical librarians to develop surveys, trainings, letters, and other outreach materials to get all of Montana's hospital librarians on board. The next portion of the grant will be to develop a statewide health fair to be held at libraries throughout Montana. The goal is to get community hospitals to provide free health screenings at libraries for library patrons. Medical librarians and public librarians will provide trainings to patrons on researching health info online.

Submission – I wrote an article that appeared in the AARP Montana Update, Spring 2007 edition. This issue was mailed to over 80,000 Montana AARP members. The issue featured a full-page story on the What's Your Story campaign and how libraries are marketing to baby boomers.

Conferences – I am currently at work on a display for Sue Jackson to take to a medical librarian meeting in late June. This is a perfect place for us to showcase our partnership with NNLM and the programs and marketing that we are working on together.

I have been asked to be a presenter at the ASLD/PLD meeting held at Chico Hot Springs this October. I will focus my training on the upcoming statewide health fair.

Montana Library Association – At the Montana Library Association meeting, I conducted a training session on the “What’s Your Story?” campaign with Patricia Spencer, of the Lewis & Clark County Library, and Bonnie Lambert of Q Communications Group. Bonnie focused her section of the training on the value of marketing. I focused my efforts on all of the tools for the What’s Your Story campaign that are available and how people can use them. Patricia’s section focused on the marketing efforts of the Lewis & Clark Library using the “What’s Your Story?” campaign. They have seen amazing increases in their patronage of all types (computer usage to story time and adult programming attendance to book check out) since implementing the campaign. I have attached a small portion of Patricia’s presentation here for you.

Also at the Montana Library Association meeting, I worked on the booth design. I think we had a very positive response from our exhibit. For the exhibit, I worked with Stacy Bruhn to develop:

- Six new posters, which focused on all of our different programs and what we do for our patrons
- Six new brochures, which also focused on all of our different programs and what we do for our patrons.

Additionally, I had available for give-away six new What’s Your Story posters (500) of each, two new bookmarks (10,000 of each), and the annual report. For my presentation, I had a completed television and a radio ad.

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.*

I worked with Jim Kammerer, Jennie Stapp, and Sarah McHugh to develop an outreach plan to sell our new RSS feeds. Since I knew nothing about RSS before beginning on this project, it required a good deal of research. Ultimately, I wrote two press releases. The first press release was distributed through the State Library talking about our RSS feeds for new library development materials and state publications. The second press release was one that could be tailored by Montana Shared Catalog members to advertise their ability to offer RSS feeds of new items to their collections. I also worked with Stacy Bruhn to develop marketing materials that the State Library and MSC members could use to advertise RSS feeds in the library. These included two sets of table tents and bookmarks.

I have begun work with Tracy Cook and Betsy Garlish to design and implement a strategic marketing plan for the virtual reference. I have developed a complete marketing plan for them to implement, which includes everything from a name change and new logo to a complete overhaul of the Web site. The target market will be high school and college students so we are looking at using some new technologies to reach this group, like podcasts. I am currently

waiting for a response from the marketing committee on my proposed plan before we implement it and get started on the actual work.

I am currently at work on developing a long-range marketing plan for the Montana Shared Catalog. At the last members' meeting, attendees asked for marketing materials and so I am working on a multi-faceted marketing campaign for this group.