

Marketing and Public Relations
August 16, 2007 – September 18, 2007
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For October 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 – The television public service announcement (PSA) focusing on baby boomer health issues has been completed. It will air in conjunction with the statewide health fair in the spring.

A new booklet is being produced. It will be approximately 100 pages and has in-depth training and resources on everything from collaboration to marketing an event to tips and ideas on how to host a health fair. It will be given away at the trainings I am doing this fall and will also be sent to public and tribal libraries around Montana.

I am also working on developing a series of newspaper ads that will be used to promote the health fair. The ads will be geared towards baby boomers and will be available on the What's Your Story site for download. Libraries will be able to personalize the ads with their logo and the date and time of their event.

Finally, I am also working on a series of posters and bookmarks that will be used to help Montanans access accurate health information online. I am working closely with the Northwest Regional Medical Library of the National Library of Medicine to accomplish this.

Stacy Bruhn has gone through the What's Your Story Web site for librarians and has made it easier to navigate. Updates will be completed soon.

Ask Montana – This project used to be called "Ask A Montana Librarian." Working with the 24/7 group, but most specifically with Betsy Garlish and with Tracy Cook, all materials for this project have either been re-done (i.e. name change and whole new easy-to-use Web site) or newly done. We will do a public launch targeting high school students and college students starting October 1. New marketing materials will include a series of posters, bookmarks, and table tents. There is also a PowerPoint on how to use the service, a podcast, and a host of other promotional materials. Some of these items will be printed and others will be available for libraries to download and use. This group will also purchase ad space on Friendster and will also have a booth at MEA/MFT. I will be meeting with this group in Livingston and conducting a training on how to implement the new marketing materials.

Library Card Sign-Up Month – I coordinated a very well-attended event to promote National Library Card Sign UP Month. The Governor and Jag, his dog, read the new book, "First Dog: Unleashed in the Montana Capitol" to a group of approximately 70 children at the Lewis & Clark Library in Helena. Press from around the state showed interest in the event.

Conferences – I am scheduled to give two presentations on implementing the statewide health fair in libraries. The first will be held at the Fall Workshop in Lewistown. The second will be at the ASLD/PLD meeting held at Chico Hot Springs this October. I am co-presenting with Martha Thayer of Rocky Mountain Laboratories.

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 am working with Jim Kammerer and Jim Hill to develop a “dog and pony” show about the digital library transition to share with the Governor’s office and with all of the agency directors. This will be completed in the next couple of weeks. I have already completed general talking points and talking points that will be presented at Federation meetings around the state.