

**Marketing and Public Relations**  
**November 29, 2007 – January 23, 2008**  
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**For February 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 – I have started work on 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. The first ad will be a "teaser" ad to generate interest in attending the health fair. The second ad will be a "reminder" ad and then the third ad will run the day of the health fair urging people to go. Two sets of these ads will be developed – one for tribes and one for the general population.

I have also started to search for additional funding for the next "What's Your Story?" marketing effort, which will focus on parents with young children. I am researching both local and national sponsors.

Ask Montana – I have printed copies of the Ask MT promotional effort and begun distribution of materials around the state. We ended up printing 500 copies of three different brochures; 5,000 bookmarks (two different ones – 2,500 of each); and 500 posters. I also wrote press releases and have talking points, a radio PSA, a PowerPoint presentation, and emails to other libraries to get them to join the consortium. Darlene did a radio interview with Northern News Network and a TV interview with Montana CBS. We will also do a radio interview with Montana NPR. I am working on getting members of the consortium to publicize the project by asking them to do something for marketing every week.

I also did a mailing of marketing materials to 20 Montana academic libraries and to approximately 150 Montana public high schools. The mailing included brochures and bookmarks to help publicize the program. I am working with Tracy Cook to market this effort in the large school districts in Montana. We are contacting the large school districts and asking if it is possible to attend an in-service day to market the program and make teachers aware of it. I am also working closely with Colet Bartow at OPI to distribute materials to school librarians and with OPI in general to distribute materials to teachers, superintendents, and principals.

Digitization Project – While we will not be closing any part of the library, a large education and promotion effort about our digitization project is still a priority. I am working closely with Darlene, Sibyl, and Jim K., as well as with the Governor's office, to move this plan forward and to make sure that we do not have any more "missteps" in terms of promoting this important effort.

Infotrac – I have developed a marketing plan to increase usage of the databases to which the State Library subscribes. This will be an enormous year-long effort. On the front end, there

will be quite a bit of work to make the databases more accessible to the general public. This will include, as an example, changing the language that Thomson Gale uses to describe the databases to make them more user-friendly. We will also do a roll-out of a range of materials to promote a variety of Web sites. The plan is to market the health databases in the spring; the small engine repair databases in the early summer; the school databases in the early fall; and the small business databases in winter. The marketing effort will hopefully significantly increase usage of these databases; the goal is to have the increased usage stats in time for the 2009 session for continuation of funding.

**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.*

The issue of Big Sky Libraries that focused on “the customer-driven library” and was written completely from my perspective as a non-librarian, library user was a resounding success. I received more comments on this issue than on all of the other issues I have ever done combined. Some samples of comments are below:

I had to write and tell you that I absolutely loved the issue and love how you think. You think a lot like I do about customer service and I loved all your tables with statistics, etc. I usually scan the newsletter and don't read much of it (sometimes I don't get past the first page!). This time I read the whole thing. LOVE IT. You should write more of this kind of stuff! You've just re-inspired me.

I want you to move to Stevensville and be my friend. I have to admit that I don't generally spend much time reading Montana library publications, but the first article in your latest "Big Sky Libraries" intrigued me and I wound up reading the rest of the issue straight through. Many useful and interesting observations.

I am currently brainstorming topics for the next issue. Please contact me with suggestions.