

Marketing and Public Relations
March 27, 2008 – May 23, 2008
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For June 2008 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 – A number of libraries across the state participated in the health fair promotion by providing various health-oriented activities for the public at their libraries. Activities ranged from a week of speakers that culminated in a health fair featuring dozens of community health providers to an evening training on accessing health information online to participation in an existing community-wide health fair. I received very good feedback from participating libraries who all wanted to know what MSL would do to support libraries next year in their health fair efforts.

I also worked with the University of Washington, who provided \$5,000 in funding to purchase a statewide cable television buy. The ad aired on cable TV for one month in Helena, Bozeman, Butte, Billings, Kalispell, Missoula, Great Falls and all surrounding communities. The buy is focused on cable channels most watched by baby boomers, which include all Discovery channels, History Channel, ESPN-2, Lifetime, TNT, CNN, the Weather Channel, the Food Network, and the Home and Garden Network. The total number of advertisements that will run is 2,800. The cable company matched our buy of 1,400 spots and donated a total of 1,400 spots.

To promote the health fair and to promote the idea of using libraries as a resource for health information, I also paid for a month long sponsorship of the two National Public Radio stations in Montana. These have the potential to reach every single Montanan, and have proven over the years to be one of the most successful ways we have to reach our audience. We sponsored NPR's Morning Edition, Writer's Almanac, and Montana Evening Edition. These programs are widely listened to in Montana, in large cities and in the most rural outposts. We received a lot of great feedback on our sponsorship.

I have put together the next "What's Your Story?" marketing committee, which will include Cindy Christin of Bozeman Public Library, Renee McGrath of North Valley Public Library, Patricia Spencer of Lewis & Clark Public Library, Stacy Bruhn of MSL, and myself. I have also started working on funding for the next effort, which will be early literacy with a target market of parents with young children. I have begun writing a grant application, and have also approached Lee Newspapers, Mountain West Bank, the Department of Public Health and Human Services, and the National Library of Medicine.

Ask Montana – Participating librarians have reported a surge in use by Montana patrons and say they are "energized" about the new interest. The April usage of the Ask Montana service increased by 217% (that's right – 217%!) over last year.

Digitization Project – Darlene, Ron Moody, and I had a very good meeting with the Governor's office on our digitations project.

MLA – We had another successful year at MLA. I gave two presentations, which were both successful. We gave out a lot of materials and staff had many fine conversations with librarians from around the state.

Annual Report – The annual report will be available soon.

Mymontanalibrary.com – I worked with Tom Marino and Tracy Cook to launch a new Web site that is geared to the public and has a friendly public interface. We went live in late March and have received nothing but positive comments on the site. I am working on developing the next version of this site.

Database Marketing – We did a successful database promotion for the health databases. I am now working on promoting the small engine and auto repair databases, for a June launch date. Promotions will include radio buys, as well as some print materials, and viral marketing.

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 at work on the next issue of Big Sky Libraries. It will focus on summer programming and provide examples of how libraries around the state serve their public (including tourists) during the summer months.