

Marketing and Public Relations
April 4 – July 15, 2009
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For August 2009 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 – Officially launched the Ready 2 Read Campaign. Finalized public Web site (<http://ready2readmontana.org>) and librarian Web site (http://msl.mt.gov/WhatsYourStory/Tools/early_literacy/default.asp). Also finalized six posters, which were distributed at Montana Library Association (MLA). Gave presentation at MLA "Every Child Ready to Read" preconference about the new campaign.

Completed filming of videos that will go on the public Web site and will potentially be copied and distributed to libraries for part of their collection. The videos feature families sharing books with their kids at different ages, and will focus on dialogic reading for different age groups, when a good time to share a book with your child is, what is reading (i.e. not the same thing for a six month-old as for a five year-old), etc. These videos will help to reach Montana parents who are not super-literate or illiterate themselves and work to remind these parents that they do not have to be able to read to help build literacy skills in their children. Now in editing phase of video.

Developed strategy for new early literacy outreach effort funded by Library Services Technology Act (LSTA). Developed survey for distribution to librarians. Survey will be distributed after Labor Day. Working on training and outreach development. Also looking ahead to a big push for MLA with heavy focus on many aspects of early literacy, such as economic impact, long-term effects, etc.

Also in development: new brochures that will be distributed to libraries for distribution to their patrons about early literacy and many more additional resources for librarians to use in their early literacy outreach efforts.

I have also developed a large-scale marketing effort to reach out to libraries that aren't already participating in the Ready 2 Read program and to encourage their participation.

I have started work with Fish, Wildlife & Parks (FWP), Office of Public Instruction (OPI), and Department of Public Health and Human Services (DPHHS) on a book of lesson plans that meet Montana's early education guidelines and promote early literacy and science-based inquiry skills in children, aged 3-5. All lesson plans will revolve around nature and will include the guidelines they meet, details about the subject matter,

suggested accompanying books, songs and fingerplays, an art activity, a movement activity, a related snack, and activities for centers.

Hard Times – I did a big push about Montana libraries and how they are working hard to serve their patron's needs in these difficult economic times based on a Today show segment. By tying our local story into a national story, I think we received a lot of press that we otherwise would not have. I heard from many librarians from all over the state who were doing multiple television and radio interviews, as well as additional stories with their local newspapers.

Governor Brian Schweitzer has taken notice of the mymontanalibrary.org site for "Montana's displaced workers" by sending a hand-written thank you note for the State Library's work on this. In addition to the Web site that launched, I am working on developing an all-day training at the Fall Workshop that will address the many facets of running a library in difficult economic times. The workshop will include the following information:

- How to help patrons find social services for which they are eligible by DPHHS;
- Customer service for library patrons who may be depressed/unskilled/etc. by Montana State Library (MSL);
- Maintaining a librarian's mental health in a stressful work environment;
- An overview of statewide library services that assist people who are looking for work/starting their own business, etc. by MSL;
- How to market your library to funding sources when budgets are being slashed by MSL;
- An overview of the stimulus package in Montana with a focus on broadband issues by the Governor's office;
- Library programming that addresses the needs of communities in times of economic crisis (librarian panel); and
- How to help patrons file for unemployment, find jobs, become an apprentice, etc. by Dept. of Labor and Industry.

Natural Resource Information System (NRIS)/Library Information Services (LIS) – I am working with NRIS and LIS managers to develop a marketing plan to better spread the word about their programs. The marketing plan will include outreach via traditional methods (i.e. brochures, handouts) and also using new methods (i.e. Web 2.0, including tweeting, Facebook, wikis, etc.)