

Marketing and Public Relations April 2013 – May 24, 2013

Prepared for the June 2013 Commission meeting
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Goal One – Content – *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

Library Outreach – Governor and Mrs. Bullock have dedicated \$5,000 of the remaining funds from the inaugural balls to the Ready 2 Read Project. When I thanked Mrs. Bullock for this generous gift, she said that she is thankful that the State Library approached their administration so early in the game and got our project on their radar screen.

First Interstate BancSystem Foundation has asked the Montana State Library to submit a proposal for funding the third annual Ready 2 Read Rendezvous. I am currently working on this proposal.

The Dennis & Phyllis Washington Foundation has asked the Montana State Library to submit another proposal for funding PlaySpaces in Montana's public and tribal libraries. I am currently working on this proposal.

I am working with First Lady Lisa Bullock and Second Lady Janet Walsh to set up a road trip to a couple of libraries this summer. We will visit White Sulphur Springs and Bozeman Public Library to see their early childhood programs in action and see how different-sized libraries tailor programs to meet the needs of their communities. The Bullock children (ages 11, 8, and 6) will also come on this road trip!

I have a meeting scheduled with the Governor's office to discuss our early childhood program and why libraries are an important part of the early childhood picture. Jennie Stapp and I will attend to represent the Montana State Library. From the Governor's office, we expect the following people to be in attendance:

- Siri Smillie, Associate Policy Advisor
- Jim Molloy, Senior Policy Advisor, and
- Shannon O'Brien, Education Policy Advisor.

I am also currently working with Montana PBS and Montana Fish, Wildlife & Parks to facilitate filming training on the Growing Up Wild curriculum to support the trunks that are available through MT libraries. These short training videos will become a permanent part of MT PBS' Learning Media site and will be available to parents, teachers, and whoever else may be interested in accessing these materials.

Montana Library Association: I think the State Library had a very successful MLA experience. Our staff was involved in many presentations and we had a great booth presence at which we gave away a tremendous amount of materials on all of our programs. I personally was part of five different presentations. Each had approximately 40 attendees (except for the one on the last day and that had about 20 people). All sessions were panel-style, offering attendees the opportunity to hear from a number of librarians that face the same challenges as they do. Many new faces were there – always a good thing.

Jennie Stapp and I also participated in OPI's Summer 6 Reading Challenge launch at Central School in Helena. Also in attendance were Denise Juneau, Colet Bartow, several other OPI representatives, and Lisa Bullock. OPI included a quote from Jennie in their press release and Jennie had the opportunity to make a few remarks about how libraries are available throughout the summer for children to visit to keep up with their reading. Lots of media from throughout Helena also showed up.

We are running a contest right now with EBSCO to promote "Discover It". The contest is called "Design It" and librarians were asked to develop some kind of a display to put in their library to promote the "Discover it" service. They had to take a picture of their display, post it on Facebook, and then get their patrons to vote for their display. Three winners were slated to receive an ipad and a \$50 itunes gift card. Jo Flick and I did a webinar on this and Jo also put together a short three minute video on how to participate. This was launched during National Library Week and will run through May 31.

I took a full-day course on "Budgeting for Effect" offered through the State of Montana Professional Development Center.

I attended the April meeting of the Best Beginnings Advisory Council. A needs assessment and road map for moving forward was presented. I am co-chair of the strategic communication, outreach, and public affairs (SCOPA) committee and we have been working on an RFP to develop a statewide outreach campaign related to early childhood. We will be focusing a number of different messages to different audiences. We hope to have the RFP issued in July.