

**Marketing report April 2014**  
**Marketing and Public Relations**  
**January 29, 2014 – March 20, 2014**

**Prepared for the April 2014 Commission meeting**  
**by Sara Groves, Communications & Marketing Coordinator**

**Goal One—Content:** MSL acquires and manages relevant quality content that meets the needs of Montana library users.

The Ready 2 Read Rendezvous has been rescheduled for April 25 – 27, 2014 in Bozeman, MT. Saroj Ghoting, a nationally-renowned early literacy expert, is slated to present all day Saturday, April 26. I am working on finalizing other speakers now and securing attendees. The Rendezvous will provide great opportunity for attendees to experience some exciting hands-on learning, hear from national experts, learn about some of the projects other libraries are tackling, and network with their peers in both learning and social environments.

I am currently working with Montana PBS and Montana Fish, Wildlife & Parks to facilitate filming training on the Growing Up Wild curriculum to support the Ready 2 Read Goes Wild! trunks that are available through MT libraries. These six 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. The videos feature Montana experts on the trunk themes, which are ungulates, owls, bears, tracks, creepy-crawlies, and fish. Educators, librarians, and other interested individuals can access the videos to discover basic information on the subject matter, learn how experts explain scientific material to children, and access data on the subject that can promote learning in the library or in classrooms. The MT Head Start Collaboration Office is paying for development and editing of the videos. Additionally, I am working on putting together a group of people who can help address the struggles some libraries are having with moving the trunks from library to library.

I will attend the Collaborative Summer Library Program (CSLP) Conference in Biloxi, MS to represent Montana this year, along with Cindy Christin of the Bozeman Public Library. I am very excited to attend this conference and to have the opportunity to network with other individuals who work on statewide literacy projects from around the country. Additionally, I am excited to learn more about summer reading and to think about how the State Library can increase the significance of this project.

I have been working with all programs and associated project vendors to develop materials for the Montana Library Association conference. Our focus will be to provide materials that libraries can distribute to patrons.

I have been working with Cara Orban, Lauren McMullen, and Pam Henley on the new Share Your Story project. We will contract with Luke Duran to develop new marketing materials to promote this project with the goal of having a ready-made marketing kit that libraries can just download and use to promote in their communities.

I have been working with the program managers to develop a FB presence for a variety of MSL programs and projects. The following programs and projects currently have a FB presence: Montana State Library, Talking Book Library, Library Information Services, and the Natural Heritage Program. Geo Info and the Montana Memory Project are working on developing FB sites.

Wilderness 50 celebration -- I have been working with Cara Orban to develop the Wilderness Companion. We have a draft of things to include and will be working to take this site live by Memorial Weekend.