

Memo

**To:** Montana State Library Network Advisory Council

**From:** Sara Groves, Communications & Marketing Coordinator

**Date:** March 2, 2015

**Re:** Early Literacy Projects and Marketing updates

### **Montana Memory Project**

We have decided to take a two-prong approach to marketing the MMP. Our first audience will be potential partners and our other audience will be the general public. Because of a limited marketing budget, we're going to create the items for our potential partners in-house and use a designer to help us create items that are for the general public. A meeting is scheduled for Tuesday, March 3 with a designer to get this work started.

Additionally, I have been researching the possibility of promoting the MMP via FB to other audiences. More details on this will follow.

### **Share Your Story**

The web site for Share Your Story is in progress. I have written all material that will go on the web site for the general public.

The final "Share Your Story" PSAs are complete. These will be featured on the Share Your Story web site, which is in progress. Additionally, we will make these available to libraries that host the "Share Your Story" project as a way for them to promote the videos in their communities. We will also look for other uses of the videos. You can see the videos here:

<https://www.youtube.com/watch?v=IjblYWwha9I&feature=youtu.be>

<https://www.youtube.com/watch?v=c2erQ9VIQeo&feature=youtu.be>

<https://www.youtube.com/watch?v=bv2QTvcJxFQ&feature=youtu.be>

I am currently working on a series of press materials that libraries can use to market the Share Your Story project when they host it. These items will include press releases; social media posts (for FB and Twitter); a canned presentation that can be given to Rotary or other clubs; posters; bookmarks; postcards; and more.

### **Montana Shared Catalog**

The MSC is reviving their marketing committee. I am working with them to promote the MSC to the public. Specifically, we are working on promoting Shoutbomb right now. As with the MMP, our audience is twofold. Our first approach will be to market to MSC libraries who are not utilizing Shoutbomb. Our second approach will be to the public. Thus, we are working on designing and writing materials that will increase usage of this great service. Right now, we are just generating ideas, but some include t-shirts for library staff to wear; banners/posters to hang in the library to promote Shoutbomb sign-up at the circulation desk; social media promotions; information for libraries to place on their web pages; and a contest via social media to see which library can sign-up the most patrons. Shoutbomb has agreed to provide some funding to produce materials.

### **Ready 2 Read**

The next Ready 2 Read Rendezvous is scheduled for October 9 – 11, 2015. I have already secured Dorothy Stoltz and Marisa Conner, the authors of the newly-released “The Power of Play: Designing Early Learning Spaces” to spend the weekend with us and to present all day on October 10. We will finalize other speakers soon and continue planning.

I am also researching a potential service that would be provided by Shoutbomb – texts to parents about sharing books and language with their children beginning at birth. Research by Stanford University found that parents significantly increased early literacy activities with their children when prompted by a text message. Shoutbomb has said that they would provide this service for free. I’d like to launch this project at the Ready 2 Read Rendezvous in October.

Finally, I have begun looking at designers to redesign the Ready 2 Read web site. This project will make the web site mobile friendly and also change the format of the information to include the newer Talk, Read, Sing, Write, and Play items. This project will be complete by September 30, 2015.

### **Talking Book Library**

I am working to coordinate a buy of ads for television for TBL. This will target boomers and senior citizens with the goal of further increasing the use of TBL services by eligible patrons.

Additionally, we will run an article and some photos in the upcoming Montana Senior News about volunteering with TBL. I am also coordinating an ad buy in MT Senior News. This edition will be distributed at the Governor’s conference on Aging.

### **Summer Reading**

Summer reading programs have been distributed. Cindy Christin will attend the CSLP summer reading meeting in Rhode Island to represent MT again this year. We are working on a survey to evaluate our participation in CSLP. We will present a summer reading session at MLA. An additional summer reading webinar will be presented in May.

### **General**

I am working on researching different avenues of promoting MSL’s many programs and projects right now, including several that are LSTA-funded. Different avenues of promotion include purchasing ads on Facebook and other social media venues and on Montana Public Radio. I am also looking at a service that is email-based called GovDelivery. More details to come as I learn more!