

# Memo

To: State Library Commission  
From: Karen Strege  
Date: 12/19/2007  
Re: Marketing Campaign

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The attached affidavits by broadcasters verify the television and broadcast values of our three Public Service Announcements promoting libraries. You will note that for an investment of \$10,000 we received \$83,350 in value of television and \$98,246 in value of radio advertisements from the Montana Broadcasters Association. From Bresnan Cable, we paid \$1,000 and received an in-kind value of \$1896. Mountain Cable ran the spots 384 times in the Libby area.