

Marketing and Public Relations

November 18, 2004 – January 21, 2005

- 1) **Legislative Brochures** – The legislative brochures were complete and delivered to the desks of each legislator on January 10. Additionally, we passed out our budget committee's brochures at our budget committee hearing, and used the brochure at the hearing to help illustrate what we do here, and how our various programs and departments work in concert with one another. We also included a "patron response card" in the brochures, and have had a positive response from those cards. We have received around 30 cards thus far. Everyone has greatly appreciated the brochures. The boxes that have been checked most often include:
 - a. I found this brochure very informational and would like to see new editions for future legislative sessions.
 - b. I plan to use this booklet throughout the session.
 - c. This booklet has helped me understand how the Montana State Library can be helpful to me and to my constituents.
- 2) **Information Packet** – The information packet is complete and will be available by January 31, for Library Day. The final version is a 9 X 12 folder with inserts about each MSL program. (We had to go to a 9 X 12 folder version, from my original tri-fold design, due to budget.) 1,000 copies will be printed. I worked with program managers to finalize language, and Tristen Shinnick completed the layout and design. A version we printed on-site was presented to our budget committee on January 10.
- 3) **Annual Report** – The annual report will also be available for Library Day on January 31. 600 copies of the annual report were completed.
- 4) **Statewide Marketing Campaign** – The statewide marketing campaign continues to be developed. A tagline has been proposed: "Your library: How do you use it?" The proposed concept is to feature every day Montanans in ads, showcasing the many ways that Montanans use their libraries – from storytime to computer classes. Additionally, the committee has suggested finding a new way to market libraries – reaching beyond the four walls of the libraries and out into the community. The committee is working on developing a list of target markets to be tested before we roll out a massive statewide initiative. The test concept will include ways that libraries can reach out to a very specific market segment, and will include such things as book and Web site lists, programming ideas, as well as posters, handouts, etc. We have also discussed the potential for sponsorship as a way to better leverage our marketing dollars. We are also working on recruiting more librarians to join the committee.
- 5) **Big Sky Libraries** – The first longer issue of BSL, focusing on change, was mailed in early January. We have had a very positive response to this issue. Librarians seem to like the focus on one concept (i.e. change; the next issue will be funding), and they thought the articles were more in-depth and informative.
- 6) **Library Day** – A committee, consisting of MSL employees and an MLA representative, is planning Library Legislative Day. Library Day is scheduled for 1/31/05 at the State

Library. Invitations were delivered to legislators on Wednesday, January 19. Reminders will go out on January 31.

- 7) **Work Plan** – I met with Darlene Staffeldt and Jim Hill to develop a work plan to guide my efforts here at the State Library. A brief summary of the work plan, ranked in priority order and guided by funding for my position, is outlined in the table below:

| Project | Objectives |
|-------------------------------------|--|
| MSL Program promotion | Develop specific outreach plan for various programs, including conferences, media reach and possible story ideas, training for users, speakers, and a multitude of ways to draw potential patrons into the library. |
| Library promotion | Work with library staff on plan, programs, and PR materials to draw people into library, make people aware of what we do here and how we can help patrons, develop trainings, etc. (extension of MSL Program Promotion project above.) |
| Statewide Marketing Campaign | Develop overall marketing plan, including tools, resources, and outreach efforts & placement, possible sponsorships |
| Early Literacy Effort | Develop partnership with organizations, write grants, work with committee to develop programming ideas. |
| Annual Giving/Fundraising | Write brochure, develop planned giving program, design database, write thank you letters, ads, etc. |
| Promotion of MLN | Design marketing plan, advertisements, outreach for librarians and end users |
| Promotion of library-related events | Promote libraries in general through use of national efforts, including Library Card Sign-Up Month, Banned Books Week, National Library Week. Plan speakers, presentations, programming ideas for local libraries. |

8) General outreach

- a. Library technology -- Had a great front-page article in Helena IR on how MSL utilizes technology to be a leader in the field, and also on importance of libraries now and in the future. Also ran in Billings Gazette, and possibly in other newspapers. Included sample in folder for our budget committee. See attached.
- b. Natural Heritage Program – Feature on Natural Heritage Program’s gift of book on amphibians and reptiles to all libraries in the state ran on KTVH news in Helena. We did a media event with the author and Sue Crispin presenting the book as a gift to the Lewis and Clark Library in Helena. Also several papers ran the newspaper article.