

**Marketing and Public Relations**  
**June 1, 2005 – July 26, 2005**

**External Communications and Marketing**

- a. **Statewide Marketing Plan** The bulk of my time has been spent on the statewide marketing plan as we near a very public launch and put the finishing touches on the campaign.
- i. Logo Development – A logo and slogan that will unite the many years of the statewide marketing campaign have been finalized. The slogan is, “What’s Your Story? Find it at your library!”, and the logo is attached for you to view. We worked closely with Q Communications and a freelance designer to develop this slogan and logo.
  - ii. Media Buys – A media buy plan has been developed to best utilize our dollars for a statewide marketing effort. We plan to produce 3 30 second PSAs for television, which are currently in development. We will also produce 3 30 second PSAs for radio, which will capitalize on our television PSAs. We will also produce two print ads that will run in newspapers across the state. All publicity materials will target Montana seniors.
  - iii. Network and cable television – We plan to buy TV advertising time on a statewide basis on network television. These ads will run for a period of several months starting in the fall of 2005 and will run through 2006. In addition to purchasing time, we will ask librarians to schedule meetings with their local TV station managers so that the managers may view the PSA, and they will be asked to play the PSA in heavy rotation at this meeting. We believe our media buy will assist with getting the PSA in heavy rotation. We will also do a cable television buy, with our PSAs running on senior-friendly channels, such as the Weather Channel. They will also donate a significant amount of time to us to run the PSA for free.
  - iv. Statewide print buy -- We also plan to do a major newspaper buy. Again, the bulk of our money will be spent in the larger markets in the state (Helena, Great Falls, Bozeman, Missoula, Kalispell/Whitefish, and Billings.) We will work with the Montana Newspaper Association to do a buy and hit other weeklies around the state. We will also ask librarians to work with their local newspaper to arrange donated ad space.
  - v. Radio – We have decided that the best use of our dollars is NOT to buy radio time. However, we will produce radio PSAs, and utilize librarians around the state as our delivery system. We will ask them to schedule meetings with their local station managers, during which they will play the PSA, and ask to be given free air time. In the last campaign, this method was employed, and nearly \$200,000 of free air time was received on the radio. We hope for even more this time.
  - vi. Campaign Sponsors
    - 1. Mountain West Bank -- MWB has agreed to do a \$5,000 sponsorship of the campaign. MWB has also thought about how they could provide additional visibility for the campaign and for MT libraries, and have offered to include postcards with statement stuffers, hold events at libraries for the Summit Club, and include

information about Montana libraries in their Summit Club newsletter.

2. AARP – AARP has agreed to a partnership with us. They will hold a series of 135-175 seminars on new Medicare requirements at libraries around the state. Additionally, they have offered to send library information in mailings they do to their members, bring library materials with them to any conferences or seminars they attend around Montana, and even lobby on behalf of libraries for additional funding. I am meeting with them soon to pound out the details of this partnership.
  3. OCLC – Bruce Newell has received a commitment from OCLC to help us “in any way they can.” We are hoping that they will donate printing to us so that we may print brochures and postcards and other small informational materials for distribution through our partners and at libraries around the state. We are also going to meet with OCLC to finalize this potential partnership and brainstorm any additional ways they can assist us.
  4. We will also work with potential media partners, such as Bresnan, local TV networks, Lee Newspapers around the state, and the Great Falls Tribune, to provide additional play time for our PSAs and print ads. They will also be listed as partners if this partnership develops.
- vii. Statewide launch – A statewide launch is being planned for early October (within the first two weeks). The main launch will be held in Helena at Lewis and Clark County Library; additional launches will take place statewide in libraries and senior centers. We are recruiting the governor to attend, and other MT dignitaries.
  - viii. Web site – I am working with Element L Design on the development of the Web site. Element L will create the look and feel of the Web site, and the State Library will be able to post materials to the site.
  - ix. Trainings for librarians – The goal over the next several weeks will be to create a buzz for librarians about the campaign. To that end, I am planning information to be disseminated via Wired, as well as an entire issue of Big Sky Libraries devoted to the new campaign. There will also be a major training about how to use the campaign at the Fall workshop on Sept. 30.
- b. **Talking Book Library brochure** – The TBL brochure is in its final phase of design. We should have a copy for distribution by the next commission meeting.