

Marketing and Public Relations
March 23 – June 2, 2006
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What's Your Story – I decided to use the RFP process to determine which vendor we will use this next year for the "What's Your Story?" campaign. I wrote the RFP, and it was sent to approximately seven advertising agencies around the state. The bids are due on June 5; our committee will get together and review all received bids on June 7.

I have started developing new tools for the campaign, and am working on researching the best way to reach boomers with targeted messaging.

I have also negotiated a deal with AARP Montana to develop a series of 30-50 programming ideas targeted towards baby boomers. AARP is going to develop the themes with which they think Montanan boomers are most concerned, and librarians on our committee will work to develop those themes into programs that librarians around the state can utilize. These program ideas will be put together in a booklet and distributed to librarians to use.

Natural Heritage Program – I have been working with Sue Crispin, Allan Cox, and Bryce Maxell to market the new Montana Bird Distribution Viewer. Allan and Susan Lenard did the May NRIS seminar series, for which I wrote the press release and did the marketing. Additionally, I worked to get NHP folks on the Montana Public Radio show "Home Ground". "Home Ground" devoted a ½ hour to NHP and most specifically focused on the MBD Viewer. Finally, we are doing an event for Montana press on Tuesday, June 6. I am doing all publicity and contacts for this event.

NRIS Seminar Series – This season's last NRIS seminar was held in May. We are taking a break for the summer months.

MLA Conference – I put together our booth and all handouts (with the help of Bruce Newell) for MLA. We had three booth spaces: one space housed couches and chairs for conversation; one space housed information and handouts; and one space was where Bruce whipped up espresso and where all of the give-aways were distributed. Lots of MSL staff spent time at the booth answering questions and reaching out to librarians. Our presence at MLA was deemed very successful. We were able to talk with lots of people about some of the many pressing issues currently facing MSL.

New print materials that are available include:

Annual report

Montana State Agency Library brochures

"What's Our Next Story?" about our long range plan

New "What's Our Story?" poster