

Marketing and Public Relations
August 1 – September 20, 2006
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For October 11, 2006 Commission Meeting

Goal One – Content - *MSL acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

What's Your Story – Funding continues to be an enormous challenge facing the "What's Your Story?" campaign. This year, LSTA dollars cannot be used to pay for any marketing and so essentially all of the campaign must be paid for with outside dollars. I have met with several local businesses and have not received any interest in supporting the campaign on an even minimal level. This leaves the campaign with only \$3,000 to spend on marketing efforts unless additional funds can be located. If anyone has ideas of potential funders for the campaign, please contact me ASAP.

We are moving forward with the development of posters and bookmarks. Real Montanans will be used for all of the photos. A photo shoot is scheduled for the week of September 25.

I am working closely with Tom Marino to begin revisions to our Web site.

I also worked to develop a programming booklet. Programming was described as one of the most important aspects of the "What's Your Story?" program (behind the posters, bookmarks, and TV ads). The programming booklet will feature over 35 new adult program ideas, which will all be available on the Web and will also be available in a printed booklet.

Goal Three—Consultation and Leadership - *MSL provides consultation and leadership to enable its patrons and partners to reach their goals.*

National Book Festival – We sent a range of excellent materials to represent Montana at the National Book Festival in Washington, DC. I worked closely with a sales rep to develop and design a laminated bookmark, which will be distributed. I also worked with Travel Montana, who will send a range of materials, including everything from posters for kids to road maps and pins; the Montana Committee for the Humanities, who sent two different give-aways; and the publisher of the book we selected, who provided postcards as give-aways.

Goal Five— Sustainable Success - *MSL is a well-run organization and a sought-after employer; it is efficient and effective (measured against partner and patron outcomes), and successfully engaged in its ongoing mission.*

Legislative Session – I am serving as co-chair of the Library Day Committee. We are already hard at work, setting a budget, getting a caterer and entertainment, and looking at set-up issues. I have also begun to make a list of potential marketing opportunities during the session. I will be working on a range of marketing tools, which will include everything from new handouts and display materials to the District Guides to training opportunities on "How To Talk To Your Legislator."