

Marketing and Public Relations
February 15 – March 26, 2007
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For April 11, 2007 Commission Meeting

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

What's Your Story – With the \$5,000 I received from Mountain West Bank, I moved forward and printed all six new "What's Your Story?" posters. We printed 500 of each of the six posters. Darlene has begun distributing these at Federation meetings. The remainder will be distributed at the Montana Library Association (MLA) conference.

Working with Stacy Bruhn, we also designed two bookmarks for the "What's Your Story?" campaign. We will print 10,000 of each of these bookmarks on plastic laminate. The front of the bookmarks are based on two of the poster designs. The back of the bookmarks showcase our sponsors. These will be distributed at MLA for librarians to share with their patrons.

I am working closely with Tom Marino on the update of the librarian Web site as well as the update of the public Web site. I am providing new material to Tom for both Web sites.

I wrote a grant for \$2,000 that will be distributed by the Northwest Regional Medical Library. This money will be used to pay for the development and filming of a new TV Public Service Announcement (PSA). As part of the grant, I will also work to develop a new program to have hospital librarians provide trainings at public libraries on how to utilize health information via databases available in libraries. I have written a draft of the TV PSA. Radio will also be lifted off of the television, and distributed to radio stations statewide. Both the TV and radio ads will be ready in time for the Montana Library Association conference.

I am working on a training to be given at MLA. It will essentially describe how to use the "What's Your Story?" campaign. I am asking libraries from around the state who are already using the campaign to come and talk about how they have implemented it in their libraries. I have also asked Bonnie Lambert of Q Communications and Doug Mitchell of the Mitchell Group to come and talk for a few minutes on marketing in general.

Big Sky Libraries – We published an issue of Big Sky Libraries that was mailed in mid-March. It focused on the value of libraries, including the State Library, to our communities and to the patrons we serve. A number of librarians from around the state contributed articles and briefs on how their libraries uniquely serve their communities. Linda McCulloch wrote the Commissioner's Corner. Thanks Linda!

Annual Report – The annual report is "this close" to going to print. It is really something that I feel we can be very proud of this year. It features short stories from real patrons of the State Library, and focuses on how they use our various divisions/programs, etc. Thanks to Stacy Bruhn for working so hard on layout and design! The annual report will be ready to be shared at MLA, and will also be mailed to all legislators.

Montana Library Association – I am currently in “crunch mode” for MLA. Stacy Bruhn and I have met with each program/division manager to talk about their needs for MLA. We will be designing a new poster and a brochure (or two) for each program/division. I am also working with the convention planners on our booth design, etc. to make sure our needs are met at the hotel.

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.*

I am working with Darlene on preparation for Legislative Day in Washington, DC. I am developing a packet of information for Darlene to take with her to share with legislators. Information will be included on LSTA; privacy issues such as CIPA, intellectual freedom, and the Patriot Act; copyright; disaster planning; early childhood education; government information; school libraries; and technology, telecommunications & the Internet. General information on the State Library and on Montana libraries will also be included. These packets will be ready to be mailed by April 15.

Long-term marketing for MSL: I have met with Darlene, Bob Cooper, and Jim Hill and shared my vision for the long-term marketing of State Library divisions, programs, and special projects. I hope to have a marketing plan in place within the next few months and will begin work, with Stacy Bruhn, on developing new materials this summer.