

Marketing and Public Relations
September 19, 2007 – November 28, 2007
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For December 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 – I presented two separate trainings for the upcoming baby boomer health fair, which will, hopefully, be held at libraries across the state this spring. The first presentation was at the Fall Workshop in Lewistown and the second workshop was at the ASLD/PLD retreat at Chico. Both were well-attended. The workshop was broken into two segments. The first segment was about planning the health fair and marketing it, and included lots of brainstorming. The second segment, presented by Martha Thayer of the National Institutes of Health Rocky Mountain Laboratories, demonstrated how to give a presentation on how to search for health information. Additional training opportunities are being researched currently.

I mailed two booklets to every public and health library in the state. The first booklet focused on collaboration, and talked about how libraries should proceed with developing partnerships with state agencies, non-profits, or private entities. It also included sample letters. The second booklet was called "Planning a Health Fair" and is essentially a nuts and bolts guide on how to put together a health fair. It included timelines, sample letters, committee responsibilities, etc. These were also distributed as part of the training.

I have started work on a series of newspaper ads that will be used to promote the health fair. The ads will be geared towards baby boomers and will be available on the What's Your Story site for download. Libraries will be able to personalize the ads with their logo and the date and time of their event. The first ad will be a "teaser" ad to generate interest in attending the health fair. The second ad will be a "reminder" ad and then the third ad will run the day of the health fair urging people to go. Two sets of these ads will be developed – one for tribes and one for the general population.

Ask Montana – I went to Livingston and presented all the new marketing materials to the "Ask Montana" group. They were all very pleased with the new web site, posters, bookmarks, table tents, PowerPoint's, emails, etc. They gave me permission to pursue printing some of these items. I selected two bookmarks to print as well as a poster and a brochure. These will hopefully be done soon and ready for distribution to libraries all over the state. I also worked with Colet Bartow to find out how to best access the school libraries and she is getting a mailing list for us to use.

Digitization Project – As you are all probably aware, the Associated Press picked up the story that the State Library was going to "close its doors." Of course, this was not the truth, but unfortunately, the story ran with little input from the State Library. I spent a large portion of

my time for several weeks doing damage control. Darlene has a complete folder with all press, emails, and other correspondence that we received during that time.

I am completing the State Library's application for a John Cotton Dana award for our marketing efforts on PEEL. This is a very prestigious award, and Sue Jackson and I have already started work on our acceptance speeches.

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 continuing to work with Jim Hill and Jim Kammerer on the marketing effort for the digital library transition plan. After the press that we received, we will need to be careful as we proceed. Plans include an "education" effort for the public, a press party, a series of press releases, and a launch of MSL's digital library. More details will be forthcoming.

I have an issue of Big Sky Libraries that is about to go to press. The issue focuses on something that I am referring to as "The Customer Driven Library." Per suggestion, I wrote every article in it from my perspective as a library user but non-librarian. Topics include branding, marketing, interlibrary loan, library hours, shopping, giving, and more. It should hit your mailbox before Christmas.

GIS Day – We planned and executed another successful GIS Day with three classes (75 students) of fifth graders from Smith School in attendance. This year, Mrs. Nancy Schweitzer participated as well. We received great press with stories on the area's NBC and CBS affiliates. Most importantly, we had the opportunity to showcase to Mrs. Schweitzer how our programs should be part of her math and science education outreach initiative. She was very impressed with what we're doing and with our staff!