

Marketing and Public Relations
January 24, 2008 – March 26, 2008
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For April 2008 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 – A series of newspaper ads and flyers to promote the health fair are now available online for librarians. The series focuses on baby boomers, and includes images of a baby boomer white male and a Native American female. Libraries can personalize the ads and include their information in them and either send them to their local newspaper or print out the flyers. This means that libraries around the state have access to professionally-designed artwork and advertisements to represent the health fair.

In addition to the ads and flyers, I also approved a new logo, which will be used to promote the library as a resource for health information (which is the whole goal of the health fair promotion). The slogan is, "Your Library: First Aid Station for Health Information." The image appears on a blue/grey background with a orangey/yellow cross that highlights the words. This image was used on posters, which will be distributed to libraries statewide either through the mail or at the Montana Library Association meeting (depending on when their health fair is). The image was also used on business-size cards. On the back of the cards is a new Web site (more on that below) with room for users to write in their user name and the password "discovery" is also printed on the back. Again, these will be mailed to libraries or distributed at MLA.

In addition to the print materials for libraries, I have also written and bought time on NPR (both Yellowstone and Missoula) and ads are running for two weeks that encourage Montanans to consider their local library as a resource for health information. The new Web address will run on NPR's Web sites and in NPR's newsletter. Finally, I have been working with NNLM to approve purchase of a statewide cable buy. The TV ad also promotes the library as a resource for health information.

I have also started to search for additional funding for the next "What's Your Story?" marketing effort, which will focus on parents with young children. I am researching both local and national sponsors and am very confident about significant funding for this marketing effort.

Ask Montana – Participating librarians have reported a surge in use by Montana patrons and say they are "energized" about the new interest. A nice article ran in the Helena IR's Sunday business edition on the service, after which we saw a nearly 70% increase in usage stats. Additionally, other libraries have expressed interest in becoming members of the cooperative, which is another of the goals of the group. I have distributed posters and brochures to OPI to distribute to all MT superintendents. These items will hit this group within the next couple of weeks, hopefully promoting increased usage during finals as the school year draws to a close.

I also wrote a brochure and Stacy Bruhn designed the brochure and a poster for distribution at MLA. This brochure focuses on getting other libraries to join the cooperative, as does the poster. I will be meeting with this group at MLA to update them on marketing activities, which seem to be paying off.

Digitization Project – This project seems to be on hold as we wait to meet with the Governor's Office. In this period, I have essentially written a couple of press releases and sent them, along with the transition plan, to the Governor's office for approval. Darlene, Jennie and I have plans to meet with the Governor's office next week, which I am sure you will hear about at your meeting in April.

MLA – Gearing up for MLA always takes a significant amount of work. Stacy Bruhn and I have worked with managers to complete probably close to 20 different brochures and posters for distribution and display at MLA. It is always unbelievable to me just how much programs change from year to year and how much revision needs to be done.

I have two presentations at MLA. The first is on Marketing Your Rural Library; the second issue is a roundtable discussion on library marketing, featuring a number of libraries and how they are marketing themselves.

Annual Report – I always try to have the annual report ready by the time MLA rolls around. However, this year that will not be a possibility. I have begun work on the annual report and have gathered stories and begun writing the document. Hopefully, this will be available shortly after MLA is over with.

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.*

Because the issue of Big Sky Libraries that focused on "the customer-driven library" was such a huge success, I decided to focus the next issue on serving customers as well. I focused the entire issue on serving young adults and solicited articles and images from a number of librarians from around the state. The issue is off to the printer and will be available in time for MLA.

Web site – I have been working with Tracy and Tom to develop a new Web site for Montana libraries. The Web site, which can be found at <http://mymontanalibrary.com>, is designed with the public in mind and will provide a portal for Montanans to find all that their local libraries can offer. Right now, the bare basics are up, but the goal is to develop a graphically pleasing Web site that will highlight everything from databases to Montana authors with interviews, book reviews, and the like. Keep your eyes open for it as it evolves over the next year.