

Marketing and Public Relations
August 14, 2008 – September 26, 2008
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For October 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 – I am hard at work on the new Early Literacy campaign, which will target parents with children ages 0 – 5. So far, I have contracted with a Web designer, who is putting together a fantastic site with a Montana look and feel that is fun for kids. The Web designer is also working on a logo for the program. I am developing all content for the site and am breaking it down for different age levels – babies, toddlers, and preschoolers. I have also begun work on a series of posters using parents reading with their children. I'm working with a professional photographer to shoot these folks and the early results are absolutely beautiful. I think that we'll have some amazing materials for libraries to use to promote this early literacy effort.

I have also worked on developing a series of partnerships that will help us do a better job of promoting this early literacy campaign to individuals who might not be coming into libraries. Partnerships have been forged with the Department Public Health and Human Services (DPHHS) (specifically Women, Infants and Children (WIC) and Head Start), Office of Public Instructions (OPI), Mountain West Bank, Hopa Mountain, and the Montana Pediatric Association. I am also working on a potential partnership with Lee Enterprises, which owns several of Montana's largest newspapers in the state. These organizations and businesses will provide cash, training opportunities, printing assistance, and other ways to reach out to Montanans.

I gave a presentation on the early literacy effort at the Fall Workshop with Cindy Christin. I will give a presentation to the early education association conference, which targets Head Start teachers and caregivers. I will also give a presentation on this at Montana Library Association (MLA).

The National Library of Medicine has invited me to come to Seattle in October to participate in a panel discussion about marketing and outreach at libraries and to give a presentation on some of Montana's efforts that are specific to health. The event will be held at the University of Washington.

Fall Workshop – In addition to the presentation I did on early literacy, I also did a presentation on fundraising. The event was well-attended and I have already had participants email me for input into their fundraising efforts.

Databases – I have put together a campaign to reach out to high school students to promote the Gale databases. We will go to print on posters and stickers that will be distributed to all high schools in Montana soon.

We also did a statewide radio campaign to promote the EBSCO auto repair databases. The ads ran statewide on the Northern Ag Network. The ads are available to listen to on our Web site at: http://msl.mt.gov/whatsyourstory/Tools/special/small_engine_repair.asp. I also completed a newspaper ad, which you can also see on the site.

Ask Montana – I have developed some new marketing materials for Ask Montana, such as magnets, which are in production now. They will be given away at the MEA-MFT (Montana Educators Association-Montana Federation of Teachers) conference.

National Book Festival – I coordinated Montana's presence at the National Book Festival in DC. We put together two brand new items for giveaway – a magnet and a poster. I worked with the artist to finalize design and then with the vendor to get everything in production. I also worked with the author whose book we selected and with her publisher to get materials to DC to promote that book and with Travel Montana to send Montana-related items.