

Marketing and Public Relations
December 18, 2008 – January 26, 2009
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For February 2009 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 – Poster drafts are complete, featuring several families with their children. The public Web site is nearing completion, featuring a whole new design and material. A Web site for librarians is also being worked on, which will include everything from step-by-step instruction on how to set up a books and babies program to video featuring a books and babies program. The site will also have lots of storytime ideas, handouts, crafts, etc. for librarians to use with their youngest patrons.

Databases – Posters and stickers were distributed to every middle and high school in Montana. We have received many requests for more of the stickers, which kids were trading like baseball cards.

Legislative Items – The bulk of my time since December has been spent on getting everything ready for the legislative session. I was co-chair of the Library Legislative Day, which was very successful and also assisted with development of testimony for our budget hearing.