

Marketing and Public Relations
February 12, 2009 – April 3, 2009
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For April 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 – Completed two more photo shoots, one of a Talking Book Library (TBL) patron reading a Braille book to her niece and another of a Native American dad and daughter. Poster drafts are complete, featuring several families with their children. Have to Braille the poster featuring Brittany and we will print six posters, probably 250 copies of each poster. Will use the photos for Web site also.

The public Web site is in its final stages of design; we are currently testing it for a launch during the Montana Library Association (MLA) conference. There is what can only be described as an incredible amount of information available for parents and caregivers on the site.

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.

I am finalizing filming details to produce videos that will go on the public Web site and will potentially be copied and distributed to libraries for part of their collection. The videos will feature families sharing books with their kids at different ages, and will focus on dialogic reading for different age groups, when a good time to share a book with your child is, what is reading (i.e. not the same thing for a six month-old as for a five year-old), etc. These videos will help to reach Montana parents who are not super-literate or illiterate themselves and work to remind these parents that they do not have to be able to read to help build literacy skills in their children.

I am also continuing to build partnerships that will help us get beyond library walls. I have finalized a partnership with the Office of Public Instruction (OPI). I also gave a presentation at the Early Childhood Partnership group and learned about many other potential partners, including some with money to support this kind of effort.

I have developed a new partnership with Fish, Wildlife & Parks and OPI to develop a book of lesson plans that meet Montana's early education guidelines and promote early literacy. All lesson plans will revolve around nature and will include the guidelines they meet, details about the subject matter, suggested accompanying books, songs and

fingerplays, an art activity, a movement activity, a related snack, and activities for centers. We will also work closely with MT Head Start on the development of this book.

MLA – I have been working with all programs to ensure that they have their needs met for MLA. This includes writing new brochures and working with Stacy on layout and design, as well as poster development, ordering items, procuring items for giveaway at our booth, etc. I am also gearing up to help with the “Every Child Ready to Read” preconference, as well as giving a session on marketing and a poster session on early literacy.

Hard Times -- To help libraries throughout Montana address the needs of their patrons during this changing economy, I have developed a new Web site that libraries will be able to post on their Web pages and use as a kind of one-stop shop for patrons who have come upon difficult times. The information is broken down in three categories: Employment services, Social Services, and Library Services. From this Web page, library patrons will be able to apply for unemployment benefits, look for jobs in Montana, determine their eligibility for social services, and access library services, including databases that focus on business and employment information and also look for job-related items in their library's collection using Worldcat. In addition to being a resource that libraries can link to, we will also post the site on the <http://mymontanalibrary.org> site for patrons to access directly through us. This site is currently in test mode but will hopefully go live soon.

Databases -- I also worked with Tom, Tracy, and Stacy to develop a new discovery method for the databases by developing a trivia feature on the <http://mymontanalibrary.org> site. A monthly trivia question will be answered using the subscription databases.