

Marketing and Public Relations
November 14, 2009 – January 29, 2010
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Goal One – Content - *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

Ready 2 Read – Placed the orders for the books for each bin and received them. The bins will be distributed at MLA. Am working on developing a series of online trainings to support our early literacy education effort. Have results from Ready 2 Read survey.

Early Education – Several months ago, Kurt Cunningham, educational specialist with MT Fish, Wildlife, and Parks, came to me with an old book that MSL and FWP had put together collaboratively that was full of environmental education opportunities that emphasized early literacy. We thought it was time to collaborate again, especially given the Ready 2 Read project. So working with the Department of Public Health and Human Services Head Start division, we began to develop a plan. Our goal is to increase the number of environmental education resources that are available to communities throughout the state. We have worked for the last several months to distribute Project Wild materials, which emphasize all aspects of learning for kids age 3 – 7, about our natural environment. Head Start teachers throughout Montana now have this material (and accompanying training) in their hands and heads.

Our next step is to provide additional environmental education materials to communities through public libraries. To that end, we are working on developing bins of materials that will be held in library collections throughout the state. The bins will each center around a different theme (eagles, for instance). Each bin will contain a series of lesson plans from Project Wild on that theme, supporting early literacy material, including books, songs and movement, and vocabulary words, a puppet, take home activities, snack ideas, and real hands-on material such as animal hides, teeth, claws, and more. Our goal is to make these bins available to libraries at MLA in Bozeman.

National Library Week

This year, we're going to have a National Library Week BONANZA – in the form of a statewide online scavenger hunt. I have been working with Tracy Cook and Colet Bartow to develop this idea. Our goal is to promote and increase use of our online databases through holding a statewide scavenger hunt. Clues will be available online and will be broken down according to age group (elementary, middle school, high school, and adult public). Prizes will be awarded to each group for correct answers. We thought the elementary prizes could be a pizza or ice cream party since the classes

would probably do it together and the middle and high school and adult public prizes would be ipods. I am working closely with Gale and with EBSCO to provide prizes. Their product specialists are developing the clues for the event. Tracy and Tom are working on the Web site. I am also in the process of developing a slew of promotional materials for the event that libraries can personalize and use. I am also working on partnerships with the Montana Broadcasters Association and the MT Newspaper Association to run clues for us for free on radio, TV, and in print. We want to emphasize that the databases are easy and free to use and also emphasize the library piece of it. More details will be forthcoming.

Statewide Databases

Additionally, I am just beginning work on the development of a database promotion to help promote the databases to which we subscribe that would be most beneficial in this economic crisis. I will work with Gale and EBSCO on the development of this material. We will use our \$5,000 from Gale to produce this material and get it into the hands of libraries.

MSL Annual Report

I have begun work on the annual report. It should be available within the next couple of weeks.

Natural Resource Information System (NRIS) – I have been working with NRIS to develop a marketing plan for the GIS portal that will target a couple of very specific audiences and, hopefully, achieve some very specific goals.

Talking Book Library – We received excellent coverage of the rollout of the new digital players and their distribution to veterans. We had statewide coverage via television, radio, newspapers, and the Web. Events were held in Anaconda, Helena, Choteau, and Great Falls.

Conferences and Trainings – Upcoming trainings include:

- Web event training on early literacy – February and March
- Online conference organized by Lauren in March. My focus will be early literacy and also potentially one on marketing your library's online resources.
- Childcare partnerships – this conference is for daycare providers and early childhood educators. I'll present with FWP on environmental education and also do a solo presentation on early literacy. This is in March.
- Montana Library Association conference – April. I will be doing lots of presentations on early literacy in combination with Cindy Christin and other early literacy experts.