

Marketing and Public Relations

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For August 2010 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.*

Ready 2 Read – I worked with Cindy Christin and Linda Clark, an early learning specialist, to develop a workshop for Fall Workshop on math and science skills for preschoolers. Focusing on the development of math/science skills will be a new layer of info for parents/caregivers as part of the Ready 2 Read program. New R2R brochures were printed and many (about 3,000) were distributed at Fall Workshop alone.

Development of the new R2R survey has begun. Participation in the survey will be required for people to receive a book bin.

Additional R2R trainings will be developed at conducted at the ASLD/PLD retreat and the Early Childhood conference.

Ready 2 Read Goes Wild! -- The Montana State Library (MSL), Montana Fish, Wildlife, & Parks (FWP), and the Montana Department of Public Health and Human Services (DPHHS) Head Start division have formed a partnership to provide communities throughout Montana with a unique learning opportunity that unites the distinct missions of each agency together.

The **Ready 2 Read Goes Wild!** trunk provides childcare providers, preschools, early elementary educators, parents and caregivers an opportunity to share language, literacy, learning, and nature with some of Montana's youngest citizens – children from ages three – seven years old.

These trunks were compiled, cataloged, and distributed (to much excitement) at Fall Workshop. I assisted Kurt Cunningham, MT FWP, with a Growing Up Wild training at Fall Workshop. Additional GUW trainings will be held at the Early Childhood conference.

Montana Library Day – We had excellent participation from all types of libraries from every corner of the state in the first annual Montana Library Day. We are working on compiling the stats, reviewing quotes from patrons and photographs, and determining the best use of this information now. Details will be available at the next Commission meeting.

Legislative Snapshot

Work has begun on a new version of the legislative snapshot. We provide this resource in booklet form and online for all legislators. It is personalized by district and the

information we include is based on the issues that will be facing legislators during the session. We will include new information this year on a range of issues from bark beetle to all-day kindergarten.

MSL Annual Report

I have gathered the information I need from most of the managers to begin work on the next MSL Annual Report. It will be based on a treasure hunt theme focusing on all of the treasures that MSL provides for its patrons.

Natural Resource Information System (NRIS) – Materials for the new “Hunting Companion” are now complete and hard copies of posters and postcards were distributed at Fall Workshop. Stacy and I assisted with locating images and also developed a poster, a bookmark, postcards, table toppers, a Web button and banner, and a series of written materials, including a customizable news release, a statewide news release, and a newsletter article libraries can download and use.

National Book Festival – I coordinated all of the marketing materials that were sent to National Book Festival, such as 5,000 bookmarks and 5,000 magnets. Additionally, all booth materials and shipping was coordinated by me.

Legislative Session – As we gear up for the legislative session, a number of items will need attention. We will produce the “Legislative Snapshot” as mentioned earlier. Also, I will co-chair the legislative committee, which plans the MLA/MSL evening affair.

BTOP Launch – I am in the process of reviewing materials that were submitted for Library Day and determining how best to use these for the BTOP Launch. Additionally, I am reviewing materials and needs to see what we need to produce for the launch.

Press Releases – Press releases have been developed and sent out regarding the Ready 2 Read Goes Wild! program, the Hunting Companion site, the new MT Outdoors special digital collection, and the Safari Books online collection.

Conferences and Trainings – Upcoming trainings include:

- Fall Workshop – In addition to participating in the two trainings on early literacy – one on math education and one on science and environmental education – I distributed approximately 5,000 locker mirrors to promote “Career Library”; approximately 4,000 Ready 2 Read brochures, 10,000 Hunting Companion postcards and 100 posters; 5,000 Place Names postcards; and 25,000 mymontanalibrary.org stickers, plus MT Library 2 Go bookmarks and MT Memory Project fliers.
- ASLD/PLD Retreat – We have submitted to do an early literacy training here. October at Chico;
- MEA/MFT – a joint presentation with MT FWP and distribution of materials at our booth. October in Helena;

- Early Childhood conference – two presentations, one with MT FWP on environmental education and the second will be only on early literacy. October in Missoula;
- Montana Festival of the Book – booth and distribution of materials. Missoula in October; and
- Childcare partnerships – solo presentation on early literacy for daycare providers and early childhood educators. Helena in December.