

Marketing and Public Relations April & May 2012

Prepared for the June 6, 2012 Commission meeting
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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.*

As mentioned in my April report, Stacy and I created a lot of new materials for the MLA meeting. New materials were created for Archive Montana, Montana Shared Catalog, the EBSCO databases, tutor.com, TBL, and BTOP.

In addition to coordinating our booth presence at MLA, I also gave many presentations at the conference. I did a preconference session that was three hours long; it focused on using your library space to create effective early literacy areas. As part of the presentation, I also gave out a HUGE number of materials for them to display in their library. I wrote all of these materials and Stacy designed them. Each library in attendance left the session with approximately 40 different “Ready 2 Read Spots!” that they could just take and hang up in their library to encourage conversation between caregivers and children and to help parents and caregivers understand the value of sharing language and literacy with their child. These materials will be made available on the Ready 2 Read web site for download by anyone who is interested.

I gave additional presentations on marketing (and focused on all of the resources that are available from the State Library via our web site), books and babies, an overview of web resources available from MSL, and I assisted with the EBSCO training session.

The Ready 2 Read campaign was recognized with an award from the Montana Library Association at the awards luncheon.

Library Legislative Day – I worked with Stacy to develop materials for Jennie to bring with her to the National Library Legislative Day and also coordinated the packets that she brought. Some samples of these materials are available if you’re interested in seeing them.

Ready 2 Read – We received over 30 applications for the blocks that are used in library play spaces. (and several requests have come in from libraries asking to complete a late application). Purchase of the sets is funded through a grant from the Washington Foundation. Cindy Christin, Sue Jackson, and I are in the process of reviewing the applications that were received by the deadline of April 30. We will rate these and then purchase the blocks that will be distributed to the “winning” libraries.

The NAC also indicated that they wanted us to use our LSTA money for 2012 to support another Ready 2 Read Rendezvous. We have reserved the Bozeman Public Library for Columbus Day weekend and have started researching speakers. More to come.

Ready 2 Read Goes Wild – The new trunks have been distributed to libraries via the federation meetings. The goal is for all federations to have six trunks, which is a complete set. The set of trunks includes bears, owls, ungulates, tracks, creepy-crawlies, and water. I am working with Hannah Nash of the Miles City Public Library to come up with a “best practices” document for the federations to use as Hannah has been coordinating the effort in Miles City for about the last eight months.

Additionally, as part of the First Interstate Bank grant, I have compiled a list of materials to order for trunks for all of the tribes. These trunks will feature the Growing Up Wild curriculum and will have a number of books related to the tribes’ belief system with different animals. I am working with FWP staff to make sure that the trunks have great resources that help kids develop an interest in science and the outdoors (and early literacy)! Additional resources will include puppets, animal materials (skulls, hides, tracks, etc.) and other resources, such as life cycle sets and more. These trunks will be given to a library on each reservation and will be available for check out by anyone who is a library card holder.

EDS – Because of our work to create customizable materials to market the EBSCO Discovery System, I have been asked to teach a webinar with EBSCO for Library Journal.

Partnerships and Collaboration – The American Library Association contacted me in regards to a collaborative relationship they are trying to develop with AARP. They had heard that we partnered with AARP and wanted to know more about our efforts here to use as a national model. I brought Donci into the conversation and we were able to provide ALA with a good overview of our AARP partnership, from the early years with What’s Your Story and our outreach to seniors and boomers, to the current status with our BTOP project.

As part of the grant that we received with MontanaPBS to help introduce multi-media content as a way to increase early literacy skills on the Salish Kootenai reservation, libraries are hosting events featuring PBS characters. The event at North Lake County Library had about 75 children and their parents in attendance. Other events are scheduled the Salish Kootenai college. We also partnered with the Corporation for Public Broadcasting (CPB), which conducted webinars for interested librarians on how to incorporate multi-media content into their summer reading programs. CPB also sent great books for libraries to use. The books include instructions and materials for multiple summer reading programs. Again, if you’re interested in seeing a book, please ask me!