

## **Marketing and Public Relations May 24, 2013 – September 24, 2013**

Prepared for the June 2013 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.*

**Library Outreach** – We will host the third annual Ready 2 Read Rendezvous in Bozeman from October 11 – 13, 2013. I've worked to secure speakers who are nationally-recognized early childhood development and literacy experts. Thanks to money from Governor Bullock and his wife, Lisa, we will be able to pay for everyone's hotel, travel, and food costs for the weekend. This year, we had a record number of libraries – 50 – apply to be part of the Rendezvous. Additionally, for the first time, each of Montana's tribal communities will participate in the Rendezvous.

I presented to the Governor's office our early childhood program and why libraries are an important part of the early childhood picture. Jennie Stapp attended with me to represent the Montana State Library. From the Governor's office, the following people were in attendance:

- Siri Smillie, Associate Policy Advisor
- Jim Molloy, Senior Policy Advisor, and
- Shannon O'Brien, Education Policy Advisor.

This was a great opportunity for MSL to address the Governor's office about the value of public libraries in informal education settings and how we have a very valuable part to play in the future of early childhood learning in Montana.

I also had the opportunity to present to the Education and Local Government (ELG) interim legislative committee. I highlighted the Ready 2 Read program, giving its history, its benefits, and our goals. Additionally, I highlighted the many ways that libraries contribute significantly to helping in the early childhood community in Montana. Cindy Christin, of the Bozeman Public Library, also submitted testimony.

I am also currently working with Montana PBS and Montana Fish, Wildlife & Parks to facilitate filming training on the Growing Up Wild curriculum to support the trunks that are available through MT libraries. These short training videos will become a permanent part of MT PBS' Learning Media site and will be available to parents, teachers, and whoever else may be interested in accessing these materials. I have had several meetings that include MT FWP, MT Head Start Collaboration Office, and MT PBS to fine-tune what these videos will look like.

Montana Library Week will be held from September 29 – October 5. We are using a new system to collect photos. Data will be collected again this year and templates have been developed so that libraries can submit their data and have customized brochures, posters, and more highlighting the statistics related to their library collected during Montana Library Week. Press releases have been written for both local libraries to use and for the State Library to send. The Web site, where all marketing and informational materials are stored, has been updated to WordPress and during that process, we also streamlined the MLW web site so that librarians could more easily access information.

In October (October 27 – November 2), we will work with EBSCO to have the “Treasure Hunt for the Treasure State” contest again. EBSCO is donating all prizes for the contest (ipods and ipads). Cara Orban will write all of the trivia questions, and we are working to update the web site now. New marketing materials will be available soon.

I am chair of the Strategic Communications, Outreach, and Public Awareness committee of the Best Beginnings Advisory Council. After receiving the needs assessment and road map for all of early childhood in Montana was presented, our committee moved forward with issuing an RFP to secure a statewide communications plan. The RFP was issued in late June. Our committee reviewed the many companies that responded to the RFP and chose Class Ink out of Bozeman. I have worked with Classic Ink very closely to develop the statewide strategic communications plan that will guide the work of the Best Beginnings Advisory Council. The final plan will be presented to the BBAC at our October meeting.