



MONTANA TALKING
BOOK LIBRARY
MONTANA STATE LIBRARY

PATRON OUTREACH PROJECT

EXECUTIVE SUMMARY

NO STORY SHOULD GO UNTOLD.

A WENDT PRESENTATION



FEBRUARY 12, 2014

PROJECT EVALUATION AND RECOMMENDATION SUMMARY

Overall, Wendt is very pleased with the strategy, implementation and results of the Patron Outreach Project for the Montana Talking Book Library. Our ability to negotiate media bonus placement and public relations was very effective in providing MTBL with expanded coverage of the program, thereby generating increased overall awareness. A detailed description of our strategies, implementation and results is included in the body of this report. Wendt's recommendations for sustainability are offered at the conclusion.

This report also includes copies of all media and PR plans, outreach efforts, collateral pieces and other deliverables prepared by Wendt, including creative development of television and radio ads.

What recommendations can be offered to the MTBL in order to share outcome and related information within and outside the State Library to inform policy and administrative decisions during the next five years?

It's very important to capture the results of any outreach efforts. Hard data such as incoming inquiries via phone, requests for applications, offers of volunteer services, general interest in providing volunteer services, etc. should all be noted and compared to the timing of any media flights or public relations pitches. Once gathered, this information should be analyzed to determine what and when produces the best results.

How can the Patron Outreach Project evaluation be used to identify benchmarks for long range planning?

Establishing clear goals in advance of any planning is vital. Whether the goal is to form a Volunteer Advisory Group, increase the volunteer base or acquire new patrons, Wendt has provided the tools needed to fulfill outreach efforts. MTBL can determine a reasonable level of growth and develop a strategy for achieving that growth in any sector. The initial media push in March proved very successful at moving the needle of incoming calls and application requests. Establishing the goal of heavy media saturation once or twice a year, consistently, will continue to produce results.

What additional data needs to be collected over the next five years? What data are not useful and should no longer be collected?

Continue to monitor inquiries into the program and requested applications. Monitor whether the number of active patrons increases or plateaus, and try to determine the reason. Monitor social media and engagement, including likes, shares and comments.

At this point, all data is useful in collecting and analyzing, especially in terms of media ROI and public relations reach.

How can the State Library more effectively use this outcome-based project evaluation data as a MTBL marketing and managerial tool?

Wendt has provided a very proven and successful roadmap for media flights, messaging, public relations templates, testimonials, updated database, collateral pieces and more. By continuing to build upon the momentum and improve the current level of awareness, MTBL will be able to sustain interest and increase the likelihood of attracting potential patrons and volunteers.

BODY OF THE PROJECT AND EVALUATION REPORT

CHALLENGE

In July of 2012, Montana's Talking Book Library began looking for a partner to help them make the services of the Patron Outreach Project more successful. While the program was active and fully functional, there was a need to educate all Montanans about the services offered. Wendt partnered with MTBL to develop a long-term, sustainable awareness campaign that would bring immediate success to the Patron Outreach Project and establish media and public relations tactics for use in the future by MTBL staff. In addition, Wendt would develop and produce several tools to use for outreach promotion in the coming years.

BACKGROUND

The Montana Talking Book Library's mission is "All Montana residents with a visual or physical reading disability receive free high quality audio and Braille reading materials and playback equipment in the easiest accessible format possible from the Montana Talking Book Library." As such, the Montana Talking Book Library's Patron Outreach Project is designed to identify and educate Montanans who would benefit from MTBL's free library services, but who are currently unaware of these services and/or individuals' eligibility to access these services.

In 1968, The Montana State Library for the Blind and Physically Handicapped, a Regional Library of the National State Library Service (NLS), Library of Congress, was established as a department of the Montana State Library to serve and increase the quality of life for Montana citizens meeting the NLS eligibility requirements of blindness, low vision and physical or reading disabilities. In 1993, the name was changed to the Montana Talking Book Library (MTBL). From 1980 through 2000, circulation and enrollment increased 93%. 2000 through 2009 realized a decrease in circulation and new enrollments due to a rise in commercially available technology and a delay in National Library Service updating cassette books and players to digital services. Many Montanans are limited by income and transportation. Nearly 50% of those served by MTBL are between 55 and 105 years of age and still live in

their own homes. In 2009, free digital services were rolled out by the NLS and excitedly received by the majority of active patrons. A slow increase in enrollment and circulation of digital and downloadable services has been experienced since. In 2011, circulation of free books and magazines topped 127,000, serving over 3,600 patrons from an in-house and online collection of over 90,000 books and magazines, in addition to 4,000 free on-loan digital players. Most commercial technologies have become costly and not totally accessible for the majority of patrons with fixed incomes. Additionally, staff turnover in facilities for seniors and schools has contributed to the decrease in awareness of MTBL services. Montana Talking Book Library has partnered with Wendt to develop tools and messaging that will promote awareness and help fill these identified gaps in service.

MARKETING GOAL

In order to fulfill MTBL's mission (outlined above in "Background"), they must reach an estimated 22,000 Montanans who have low vision, are blind or have a physical or reading disability. Wendt's goal as the marketing partner is to bring awareness of MTBL's free library services into the homes of other eligible Montana residents, thereby positively impacting and enriching their lives.

At our kickoff meeting November 26, 2012, we identified two distinct goals. The first goal was to gain more patrons, but more specifically, to gain more patrons who will download materials through BARD. Patrons who download through BARD are very low maintenance and can be serviced very easily. The second goal was to get more support from state agencies, the community and corporate sponsorships.

Wendt worked with the MTBL staff to outline a step-by-step marketing and outreach program designed to meet the identified goals. We defined target audiences (Patrons, Caregivers) and secondary audiences (Communities, Volunteers). We developed a timeline to ensure that our projects had clearly outlined deliverables – both from Wendt and the MTBL staff.

MARKETING OBJECTIVES

Our objectives for this project are based on the needs identified in meetings with the MTBL staff. Wendt has determined that the following are our primary marketing objectives:

- Unique, well-focused and well-defined positioning
- Identifying geographic target markets
- Identifying primary and secondary target audiences
- Compelling messages that will build consistent understanding
- Relevant messages for your target audiences
- A distinguishable identity that is easily understood
- An integrated communications effort that clarifies the identity of the Montana Talking Book Library

MARKETING RECOMMENDATIONS

Our primary focus is to bring the benefits of the Montana Talking Book Library to the attention of the target audiences in a meaningful, engaging and above all memorable way. Each of the specific marketing projects will be easily integrated and simple to understand. This constant messaging, delivered in different ways, is designed to make it easy to understand the benefits of participating in the Patron Outreach Project and to make the option seem not only feasible but realistic and practical. Our recommendation includes creative development, producing collateral, television and radio ads, paid and bonus media placement, public relations outreach and social media training and monitoring.

Creative Development

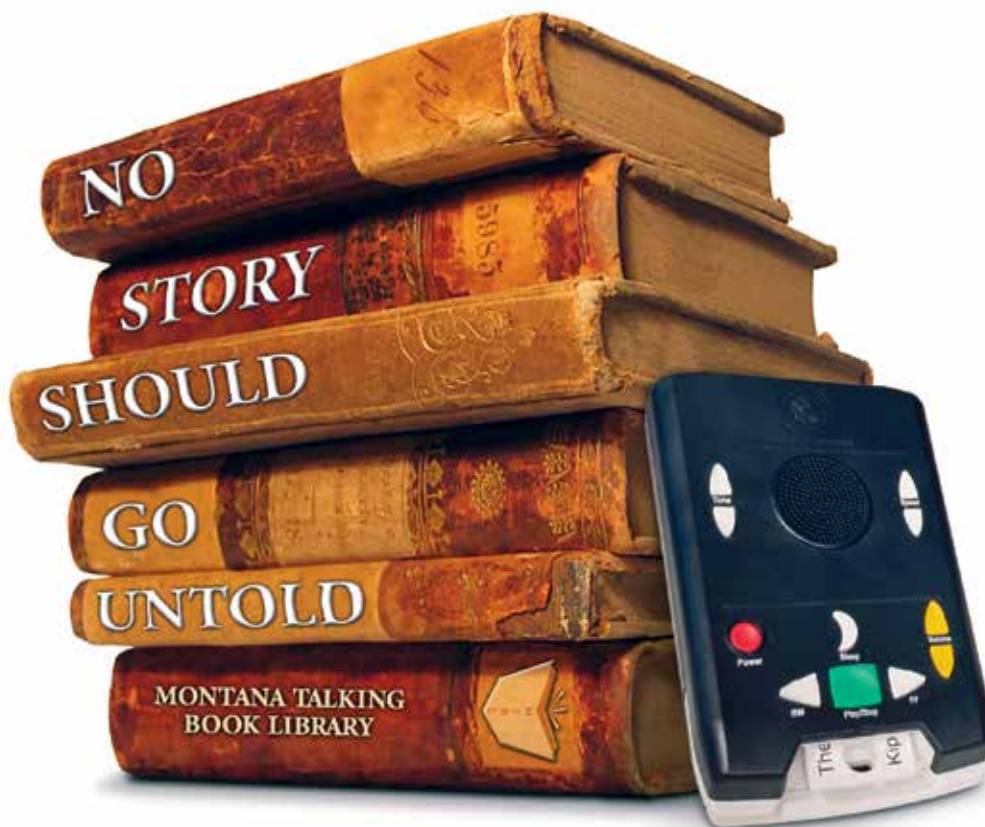
Wendt worked with the MTBL staff to discover more about the patron and potential patron and what messaging would resonate with them. We also took the caregiver message into consideration, making sure that each project contained language citing the many benefits of the Talking Book Library, its ease of use and that it was a FREE service to those who qualified.

What We Know About the Patron - They are both low-income receiving Medicaid and highly educated with ample resources. They are both homebound and mobile. Some are snowbirds and use MTBL in other states. They are loyal and form lifelong connections with MTBL.

What is the Main Idea – That patrons love to read. Just because they're not seeing like they used to is no reason to be deprived of books. MTBL can provide personalized service, one-on-one relationships and customer service.

Mandatories – Every message needs to contain the verbiage that MTBL is a FREE SERVICE. Each outreach effort will encourage the target audience to call to find out if they qualify for the FREE SERVICE that MTBL can provide. Once that call is placed, MTBL staff has the opportunity to convert the inquiry into a patron.

Wendt produced several sustainable tools for MTBL staff to use to raise awareness and increase the number of patrons to the program. We developed the tagline **NO STORY SHOULD GO UNTOLD** and coupled it with an updated, friendlier logo for use in collateral pieces. Wendt developed several elements of the campaign that all encompassed the “Story” theme. This provided brand consistency and ensured the messaging was being delivered in an easy-to-understand, straightforward way.



Sometimes the best words on the page aren't on the page. To commemorate Talking Book Library Month, MTBL is hosting an open house on Wednesday, March 20 from 2-4 p.m. at 1515 East 6th Avenue in Helena. Enjoy refreshments, meet the staff and local volunteers, tour the facilities and celebrate MTBL's first born digital local recording *Hand Raised The Bams of Montana*, a partnership with the Montana Historical Society Press. **For more information call 800.332.3400 or visit <http://msl.mt.gov/tbl/>.**

MTBL is a Regional Library of the National Library Service.



Brochure – Wendt developed a tri-fold brochure that featured an inviting, open cover using the MTBL logo, tagline and digital player. Inside the brochure we outlined who the MTBL is, who they serve and what they provide. The brochure also highlights specific Montana related books and magazines, volunteers and invites donations. The open concept, large print and neutral background make it a beautiful piece for use in a variety of outreach awareness efforts.

SHARING STORIES THROUGH LIBRARY SERVICES TO MONTANANS

The Montana Talking Book Library (MTBL) offers its patrons a unique library experience through an ever-growing collection of digital audio and Braille materials. These may be accessed in a variety of ways – all for your reading pleasure.

WHO WE ARE

MTBL is comprised of highly-trained staff who personally serve Montanans unable to read standard print – whether it's help with finding "a good book" or online technical support. Additionally, many volunteers assist our staff daily by providing excellent customer service to library patrons throughout Montana.

WHO WE SERVE

MTBL serves Montana residents who can no longer read standard print materials due to vision loss, physical limitations, or reading difficulties.

WE PROVIDE:

- Free access to the entire collections of MTBL and the National Library Service
- Door-to-door free delivery of digital audio and Braille materials
- Personal assistance from MTBL staff to keep you informed on what's new, assist you with finding book titles, using digital devices, downloading digital titles, and other library services
- Instructions and assistance with searching and ordering from our online catalogs: Web-Opac, the National Library Service's Voyager or Quick Search
- Detailed directions on how to download books and magazines from BARD (Braille and Audio Reading Download)
- A collection of Montana books and magazines produced by locally trained volunteers in our Helena digital recording studio

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 Library Service



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MONTANA BOOKS TELL A STORY

The Montana State Library houses MTBL's own state-of-the-art Helena digital recording studio. Locally trained volunteers work with staff to record Montana-related books and two magazines: *Montana Outdoors* and *Montana: The Magazine of Western History*.

WE HAVE MANY SPECIAL WAYS TO SHARE STORIES

Volunteers assist our staff to provide excellent library services to each of our patrons. Our volunteers help to keep the program running smoothly by inspecting and repairing books and machines, answering phones, recording Montana-related books, and assisting with many other tasks. If you'd like to volunteer, please contact us.

YOU CAN MAKE A DIFFERENCE

Your generous donation can help us continue to share stories and provide exemplary service to our Montana patrons. To learn more about making a tax-deductible gift to MTBL, please contact us.

FREE MATTER FOR THE BLIND


 MONTANA TALKING BOOK LIBRARY
 MONTANA STATE LIBRARY
 HELENA, MT 59620-1800



A personalized library service for those unable to read standard print.

BROCHURE

Television commercial – Wendt developed and produced a 30-second television commercial that used subtle effects to illustrate vision loss or impairment. The commercial effectively used still photography of a Helena, Montana icon, The Sleeping Giant, as a backdrop to the message of contacting the Montana Talking Book Library to see if one qualifies for the FREE SERVICE.



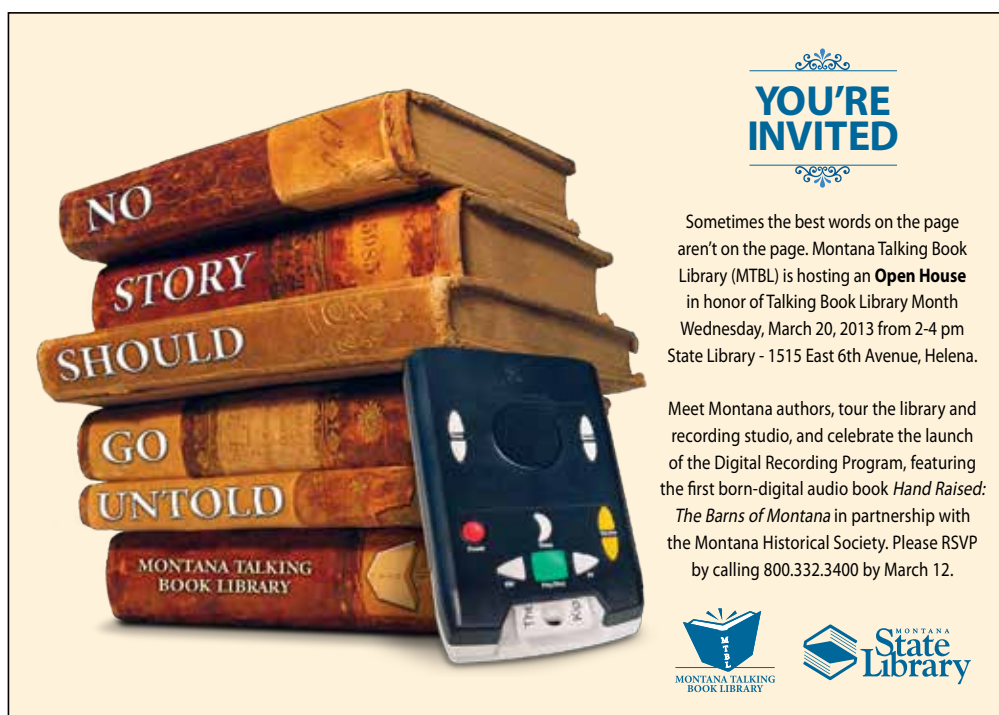
TELEVISION COMMERCIAL

Radio commercial – Wendt developed and produced 30-second radio commercials to complement the television commercials.

Newspaper ads – Wendt developed newspaper ads that reflected the brochure imagery. The templates can be used in several different ways – to promote awareness of the program or to promote specific events, like an open house or Volunteer Appreciation Month.

Postcard – Wendt designed and produced a postcard invitation for the patron Outreach Project/MTBL's March open house. The open house was to celebrate Talking Book Library Month (March) and was an opportunity to increase awareness of the Montana Talking Book Library program with the public.

All of the marketing materials that Wendt developed and produced were designed to be used together to deliver a clear, consistent message and create awareness throughout the state of Montana to the target audiences of patrons, potential patrons, caregivers, communities, volunteers and donors. All the pieces can be used separately or together to sustain the momentum that Wendt created during the 2013 campaign. Sustainability through broadcast (television, cable, radio) and newspaper will be a direct way the MTBL staff can continue awareness of the program.



POSTCARD

MEDIA STRATEGY

PAID AND BONUS MEDIA PLACEMENT

Overview:

Starting in February 2013, the Montana Talking Book Library Patron Outreach Project was launched. Initial efforts included developing an open house invitation for Talking Book Month, public relations efforts, newspaper and specialty paper placement, as well as development of paid radio placement and public service announcements for both radio and television.

- Newspaper and specialty papers were used because of their ability to target geographically. They are also a cost effective way to target the older portion of the demographic with rapid audience accumulation.
 - Wendt placed a 20-inch black and white ad in all seven major metropolitan papers in March to promote Talking Book Month.
 - Wendt placed a half page black and white/spot color ad in the Montana Senior News in late February to promote Talking Book Month. There were insertions of 8-column inch black and white ads in the rural papers associated with the Montana Newspaper Association and a small 1/8 page full color ad in the Prime Senior News.
 - Total circulation of the entire March placement reached at least 503,531 readers statewide.
 - Wendt placed 8-column inch black and white ads in the rural papers associated with the Montana Newspaper Association in August to promote the Patron Center.
 - Total circulation of the August placement reached at least 152,980 readers statewide.
 - Wendt placed a 20-inch black and white ad in all seven major metropolitan papers in October to promote Volunteer Appreciation Month.
 - Wendt placed a half page black and white/spot color ad in the Montana Senior News in October to promote Volunteer Appreciation Month. There were two insertions of 8-column inch black and white ads in the rural papers associated with the Montana Newspaper Association, one in late September and another in mid-October, and small 1/8 page black and white and full color ads in publications throughout the state that focus on the senior/mature population.
 - Total circulation of the entire October placement reached at least 625,103 readers statewide.
 - Wendt placed 8-column inch black and white ads in the rural papers associated with the Montana Newspaper Association in November to promote the Patron Center.
 - Total circulation of the November placement reached at least 152,980 readers statewide.

- Radio and TV Public Service Announcements and Paid Radio
 - Wendt created a 30-second radio PSA and a 30-second TV PSA highlighting the Montana Talking Book Library. National Talking Book Library month was in March and requests for PSA time and paid placement occurred in this month.
 - Wendt created a targeted distribution list for both TV and radio PSAs which covered all the TV/radio markets (DMAs) within Montana.
 - Wendt distributed both the radio and television PSAs in late February to all of the targeted stations and pitched/followed-up with each of the stations during the next two months to encourage placement of the PSAs beyond the paid placement schedule.

While we targeted the Talking Book Library month of March as the campaign launch for the PSA campaign, we have encouraged all the stations to continue to keep the PSA active through 2013.
- Non-Commercial Sustaining Announcements–Montana Broadcasters Association
 - Wendt created a tagged 30-second radio Montana Broadcasters Association PSA highlighting the Montana Talking Book Library. The NCSA sponsored radio announcement started in May on all MBA affiliated radio stations and aired through the end of July 2013.

RADIO RESULTS

Overall, the multi-phase PSA campaign gained very good response and interest from a wide variety of radio outlets across Montana. The following is a review of the results to date:

- Montana Radio Company
 - This radio group covers several stations in Missoula, Helena and Great Falls - KDTR-The Trail in Missoula, KMXM-The Mix in Helena, ESPN Radio FM in Great Falls
 - All stations in the radio group scheduled paid plus bonus PSAs on these stations as well as the affiliated sister stations
 - The number of scheduled PSAs aired through October 2013: 815 spots
 - Estimated added value: \$9,780
- Star Radio Company
 - This radio group covers several stations in Great Falls - KQDI-AM and FM in Great Falls, KINX-FM and KIKF-FM in Great Falls, KWGF-FM in Great Falls
 - All stations in the radio group scheduled bonus PSAs on these stations
 - The number of scheduled PSAs aired through October 2013: 1,350 spots
 - Estimated added value: \$17,550

- **Cherry Creek Radio Group**
 - This radio group covers numerous stations in Butte, Helena, Missoula, Sidney and Great Falls. Paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced. All Cherry Creek stations provided a positive response to the announcement and are committed to airing the PSA when time is available.
 - In Helena, Cherry Creek provided logged PSA time for the following stations: KCAP-AM and KBLL-AM
 - These stations scheduled bonus PSAs on these stations
 - The number of scheduled PSAs aired through October 2013: 153 spots
 - Estimated added value: \$1,845

- **Townsquare Media**
 - This radio group covers numerous stations in Missoula, Bozeman, Billings and Shelby. Paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced. All Townsquare stations provided a positive response to the announcement and are committed to airing the PSA when time is available.
 - In Billings, Townsquare provided logged PSA time for the following stations: KKBR-FM and KMHK-FM
 - These stations scheduled bonus PSAs on these stations
 - The number of scheduled PSAs aired through October 2013: 220 spots
 - Estimated added value: \$4,440

- **Connoisseur Media**
 - This radio group covers numerous stations in Billings. Paid placement affidavits were provided for all stations, but PSA placement is not logged and invoiced. All Connoisseur stations provided a positive response to the announcement and have continued to air and provide affidavits of public service time.
 - This radio group covers several stations in Billings: KBLG-AM, KRZN-FM and KYA-AM
 - All stations in the radio group scheduled PSA bonuses on these stations
 - The number of scheduled PSAs aired through October 2013: 415 spots
 - Estimated added value: \$7,885

- **Bee Broadcasting**
 - This radio group covers numerous stations in the Flathead Valley-Kalispell region. All paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced.

- Butte Broadcasting

This radio group covers numerous stations in the Butte-Anaconda region. All paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced.

- Orion Media

This radio group covers numerous stations in the Bozeman-Gallatin Valley region. All paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced.

- Marks Radio Group

This radio group covers numerous stations in the Glendive-Miles City region. All paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced.

- New Media Broadcasters Group

This radio group covers three stations in the Havre Hi-Line region. All paid placement affidavits were provided for all stations, but not all PSA placement is logged and invoiced.



- **Smaller Markets**

Requests were sent out for public service time to stations in Dillon, Lewistown, Ronan and Plentywood as well as competing stations in other metro markets. Most stations provided a positive response to the announcement and committed to airing the PSA when time was available.

The following is a breakout of the paid radio placement that occurred March 4-31, 2013.

Market	Stations	Paid Spots	PSA Match	Cost
Billings	KCTR-FM KPLN-FM KBUL-AM	140	140	\$2,557
Bozeman	KKQX-FM KMMS-AM KZMY-FM	150	152	\$2,105
Butte/Anaconda	KAAR-FM KOPR-FM KBOW-AM KGLM-FM	150	150	\$1,497
Helena	KBLL-FM KBLL-AM KIMO-FM	135	135	\$1,799
Havre	KRYK-FM	50	50	\$ 588
Great Falls	KVVR-FM KMON-FM KQDI-AM	148	150	\$1,949
Kalispell	KDBR-FM KJJR-AM KWOL-FM	100	100	\$1,495
Missoula	KGVO-AM KDTR-FM KZOQ-FM	150	150	\$3,000
Shelby	KZIN-FM KSEN-AM	48	48	\$ 432
TOTAL		1,071	1,075	\$15,422

TELEVISION RESULTS

Overall, the multi-phase PSA campaign gained solid interest and response from a wide variety of television outlets across Montana. The following is a review of the results to date:

- **Montana Television Network**

This television group covers numerous CBS affiliate stations in major markets across Montana: Kalispell, Missoula, Great Falls, Helena, Butte, Bozeman and Billings. PSA placement is not logged and invoiced. However, MTN Group stations provided a positive response to the announcement and are committed to airing the PSA when time is available. Talking Book Library PSAs have aired and have been viewed on CBS stations on late night and weekends.

- **MAX Media Television Stations**

This television group covers numerous ABC and FOX affiliates stations in major markets across Montana: Kalispell, Missoula, Great Falls, Helena, Butte, Bozeman and Billings. MTBL Patron Outreach Program was able to get a considerable amount of PSA placement that was logged and invoiced. Max Media Broadcasting provided a positive response to the announcement and is committed to airing the PSA when time is available.

- In Great Falls, Max Media provided logged PSA time on the following stations: KFBB and NFBB
- The number of scheduled PSAs aired through October 2013: 635 spots
- Estimated added value: \$12,700

- **Beartooth NBC Television Stations**

This television group covers NBC affiliate stations in Helena and Great Falls. PSA placement is not logged and invoiced. However, Beartooth stations provided a positive response to the announcement and are committed to airing the PSA when time is available. Talking Book Library PSAs have aired and have been viewed on both NBC stations on late night and weekends.

- **Additional Broadcast**

Requests were sent out for public service time to stations KSVI/KHMT in Billings, Eagle Communications in Bozeman and Missoula, and to Charter Cable across their statewide markets. All provided a positive response to the announcement and committed to airing the PSA when time is available. Wendt staffers have seen the MTBL POP campaign aired on Charter networks in Great Falls and are assured it is airing as a PSA in other cable markets as well.

- **Montana Broadcasters Association Stations**

The MBA sent out requests for NCSA radio sponsored time in late April. Montana radio stations committed a sizeable portion of their station time between May and July airing the MTBL tagged MBA radio message. The association covers a number of radio stations across the state. The total value of the Non Commercial Sustaining Message on Montana Radio stations is at least 14 times the value of the investment. A break out of the Montana Broadcasters station committed time is outlined below. These are from the stations that reported back to MBA. We are confident that the message aired in other radio markets as well, but may not have reported affidavits back to the MBA.

Montana Broadcasters Association NCSA Radio Campaign: May 1-July 31

Community	Station	Format	# of airings	Station Value
Anaconda	KANA-AM	Oldies	240	\$2,880
	KGLM-FM	Adult Contemporary	96	\$1,152
Baker	KFLN-AM	Country	117	\$1,404
	KJJM-FM	Classic Hits	117	\$1,404
Billings	KBBB-FM	Adult Mix	93	\$1,674
	KBUL-AM	News/Information	93	\$1,674
	KCTR-FM	Country	93	\$1,674
	KKBR-FM	Oldies	93	\$1,674
	KMHK-FM	Classic Rock	93	\$1,674
	KBLG-AM	News/Information	93	\$1,890
	KGHL-FM	Country	105	\$1,890
	KGHL-AM	Country	105	\$1,890
	KRPM-FM	Rock	105	\$1,890
	KRSQ-FM	Adult Contemporary	90	\$1,620
	KOBL-FM	Adult Hits	102	\$1,836
Bozeman	KBZM-FM	Adult Contemporary	120	\$2,160
	KISN-FM	Christian	99	\$1,782
	KMMS-AM	News/Information	99	\$1,782
	KMMS-FM	Rock	99	\$1,782
	KPRK-AM	Oldies	124	\$2,232
	KQXX-FM	Rock	119	\$2,142
	KXLB-FM	Country	98	\$1,764
	KZMY-FM	Adult Contemporary	102	\$1,836

Butte	KAAR-FM	Country	189	\$2,268
	KBOW-AM	News/Information/Hits	90	\$1,080
	KMBR-FM	Classic Rock	176	\$2,112
	KOPR-FM	Adult Hits	90	\$1,080
	KXTL-AM	Oldies	183	\$2,256
Chinook	KRYK-FM	Adult Contemporary	183	\$2,196
Glasgow	KLTZ-AM	Country	93	\$1,116
	KLAN-FM	Adult Contemporary	93	\$1,116
Glendive	KXGN-FM	Adult Contemporary	102	\$1,224
Great Falls	KAAC-FM	Adult Contemporary	228	\$4,104
	KIKF-FM	Country	105	\$1,890
	KINX-FM	News/Mix	105	\$1,890
	KLFM-FM	Oldies	105	\$1,890
	KMON-AM	Country	238	\$4,284
	KMON-FM	Country	105	\$1,890
	KODI-AM	News/Information	105	\$1,890
	KODI-FM	Classic Rock	105	\$1,890
	KWGF-FM	Adult Contemporary	105	\$1,890
	KVVR-FM	Adult Contemporary	152	\$2,736
Havre	KOJM-AM	News/Mix	102	\$1,224
	KPOX-FM	Country	99	\$1,188
Helena	KBLL-FM	Country	132	\$2,376
	KBLL-AM	News/Information	118	\$2,124
	KCAP-AM	News/Information	153	\$2,754
	KHKR-FM	Country	123	\$2,214
	KHLN-FM	Mix	132	\$2,376
	KMTX-AM	Oldies	90	\$1,620
	KMTX-FM	Adult Contemporary	90	\$1,620
Lewistown	KXLO-AM	Country/Talk	93	\$1,116
	KLCM-FM	Rock	93	\$1,116
Libby	KLCB-AM	Mix/Information	78	\$936
	KTNY-FM	Country /Mix	78	\$936
Miles City	KATL-AM	Adult Contemporary	108	\$1,296

Missoula	KBAZ-FM	Active Rock	93	\$1,674
	KBQQ-FM	Classic Rock	188	\$3,384
	KDTR-FM	Adult Contemporary	173	\$3,186
	KDXT-FM	Adult Contemporary	168	\$3,024
	KGGL-FM	Country	170	\$3,060
	KGRZ-AM	Sports	156	\$2,808
	KGVO-AM/FM	News Talk	90	\$1,620
	KHDV-FM	Album Rock	93	\$1,674
	KKVU-FM	Adult Contemporary	180	\$3,240
	KMPT-FM	Progressive	90	\$1,620
	KENR-FM	Hot AC	90	\$1,620
	KMSO-FM	Adult Contemporary	90	\$1,620
	KVWE-FM	Country	180	\$3,240
	KXDR-FM	Adult Contemporary	164	\$2,952
	KYLT-AM	Oldies	90	\$1,620
	KLYQ-FM	Country	93	\$1,674
	KYJK-FM	Mix	93	\$1,674
	KYSS-FM	Country	90	\$1,620
	KZOQ-FM	Rock	185	\$3,330
Shelby	KSEN-AM	News/Mix	92	\$1,104
	KZIN-FM	Adult Contemporary	93	\$1,116
Sidney	KTHC-FM	Adult Contemporary	93	\$1,116
Wolf Point	KVCK-AM	Classic Rock	154	\$1,848
	KVCK-FM	Country	154	\$1,848
Williston, ND	KEYZ-AM	News/Country	93	\$1,116
	KYYZ-FM	Country	93	\$1,116
Cost of NCSA Radio				\$9,412
TOTAL VALUE				\$131,082

Broadcast Summary:

- Wendt is confident that the broadcast campaign was successful and was widely received as a positive message and is generating a good response for the MTBL.
- From the paid radio PSA placement with matching non-profit spots, the value of 1,075 matching spots is over \$15,000 in matching value to date.
- For radio bonus PSA placement that aired on stations not purchased but on affiliate stations and over and above the paid placement the value of at least 2,953 spots airing has earned media value of \$41,500.
- For the television bonus PSA placement that aired on stations, the value of at least 635 spots provided by affidavit is valued at \$12,700.
- Wendt estimates any additional television bonus PSA placement that aired as a public service across the state on all networks and cable systems is valued at \$32,500.
- The MBA NCSA placement that aired on radio stations affiliated with the Montana Broadcasters Association is valued at \$131,082.
- The earned media value of the PSA campaign on all broadcast media is well over \$220,282.

PUBLIC RELATIONS AND SOCIAL MEDIA

Open House

One of the first outreach efforts for Montana Talking Book Library's Patron Outreach Project was an open house during Talking Book Month. To give the open house relevance as it pertains to the Montana Talking Book Library and Patron Outreach Project, we focused on celebrating the "First Montana Digital Born Book" Hand Raised The Barns of Montana, a partnership with the Montana Historical Society Press.

A public event like an open house is a chance to learn more about the program, enjoy refreshments, meet the staff and local advocates and tour the facilities, including the state-of-the-art digital recording studio, where volunteers annually record approximately 40 Montana related books, as well as all issues of Montana Outdoors and Montana The Magazine of Western History. It's also an ideal platform for one-on-one interaction with potential patrons and caregivers.

Public relations efforts were an important part of the Patron Outreach Project for the Montana Talking Book Library. Public relations was used to target the Helena area as well as statewide to educate Montanans about the resources available through MTBL. In order to achieve the program's goals and reach the target audiences Wendt utilized several public relations tactics. These included:

News Releases

News releases can be targeted to specific media or sent to all media within the target markets. This offers the ability to create a wide variety of topics and is a very cost effective method of communication.

March is National Talking Book Library Month

A news release was created announcing an Open House at MTBL in Helena for National Talking Book Library Month. The release was distributed to all media in Helena and the surrounding drive markets. Wendt followed up to confirm the release had been received and to encourage attendance at the event. The release was also edited to be about National Talking Book Library month and the general services MTBL provides to be distributed statewide. This was distributed to the major seven markets as well as secondary markets across the state.

Results – The release was picked up by 13 media outlets across the state, appearing in print as well as online and as live radio reads. The event was also listed on the media’s local Calendar of Events pages.

Volunteer Appreciation Luncheon

A news release was created announcing the MTBL Volunteer Luncheon. The focus of the release was the importance of volunteering with a call to action to volunteer. The release was distributed to all media in Helena and the surrounding drive markets. Wendt followed up to confirm the release had been received and to encourage story pick-up.

Results – The release was picked up in the Independent Record and representatives from KTVH and the Independent Record planned to attend the event.

Note: The timing of this event coincided with the government shut-down which made it very difficult to get our press contacts to guarantee coverage.

Media Alerts

Media Alerts were sent out for both the open house and the volunteer luncheon to remind the media of the events and to promote attendance. Additional contact and confirmation of the media’s interest also happened at this time.

Editorials

March is National Talking Book Library Month

This editorial focusing on the services MTBL provides with a call to action to find out more was pitched as a news release across the state as well.

The Importance of Volunteering

This editorial was ghost written for Ed Canty. The topic of the editorial was his experience volunteering with MTBL and why people should volunteer for the program. It was distributed statewide.

Testimonials

Wendt prepared a series of questions to ask both MTBL patrons and volunteers. Their responses were compiled by MTBL staff and shared with Wendt. Select testimonials have been used in the press kit and sponsorship kit.

Result: 85 patrons and 49 volunteers responded to the questions giving the MTBL a useful resource in current and future promotions.

Press Kit

The media had little information about the Talking Book Library and the services it offers its patrons both in Helena and across the state. In order to educate the media and give them readily available information for future stories, Wendt created a press kit. This kit included:

- A history of the MTBL
- Who is MTBL
- Purpose of MTBL
- FAQ
- List of common terms
- Hi-res MTBL logo

Result: The press kit was distributed to the major seven markets, secondary markets and both public radio and television outlets. Wendt also followed up to answer any questions and encourage future contact for interviews and stories.

Radio/Television Interviews

Wendt pitched the MTBL staff including Christie Briggs and State Librarian Jennie Stapp to the media for interviews around the open house in March and the volunteer luncheon in October.

Outreach Packet

Wendt developed a packet to be used for promoting outreach for MTBL. This packet will have the ability to highlight custom needs as determined by the target audience as well as outline the role of volunteers in the program. Pieces in the outreach packet include:

- Cover letter
- One sheet with talking points
- Volunteer and patron testimonials
- Volunteer's purpose with MTBL

Facebook and Bits of Gold Newsletter

Social media is a huge part of communication in today's marketplace. It has the ability to target by geography and by age and also provides the ability to rotate a series of customized creative messages. Social media is also completely trackable, which lends a great economy of resources to any media plan. Facebook, in particular, allows for ongoing communication about the MTBL program and can be very helpful in building a strong community of active supporters.

Wendt provided technical assistance with configuring the Facebook page as well as public relations recommendations as to what content should be published. MTBL joined Facebook on January 16, 2013 at Wendt's recommendation. Since then, the page has built an audience of 86 friends (followers). The MTBL staff posted 61 times about the following:

- MTBL events
- Staff
- Volunteers
- Educational opportunities for patrons on Braille classes
- New technology
- New titles available in digital (both local and national)

The MTBL Facebook page has created greater awareness of the services outside of the usual partners and has been an educational opportunity for current partners to learn about new services they provide.

RESULTS

The success of the Montana Talking Book Library's Patron Outreach Project is undeniable. Statistics showing a year-to-year comparison showed a marked increase across all measurable categories. While every statistic points to considerable growth, some are astounding.

Statistical comparison of calendar years 2012 with 2013:

Circulation:

2012: USPS processed: 222,308; Downloaded (BARD) materials: 15,966

2013: USPS processed: 225,627; Downloaded (BARD) materials: 19,031

An increase of 1.5% in USPS processed materials

An increase of 19.2% in BARD downloads

A total increase of 20.7% in overall circulation of processed materials

Interlibrary loans:

2012: Total – 210. Breakdown: 77 – direct digital book ILLs from the NLS – Multistate Center West to Montana patrons not signed up for BARD (these were limited in availability from NLS); 34 out-of-state digital book ILLs requested from Montana patrons; 99 Montana cassette book ILLs to out-of-state patrons.

2013: Total – 687. Breakdown: 598 – direct digital book ILLs from the NLS – Multistate Center West to Montana patrons not signed up for BARD (NLS opened this up to unlimited requests); 45 out-of-state digital book ILLs requested from Montana patrons; 44 Montana cassette book ILLs to out-of-state patrons.

An increase of 227%

New patrons signed up with MTBL:

2012: 348

2013: 451

An increase of 29.6%

New patrons downloading materials:

2012: 233

2013: 273

An increase of 17.2%

Requested applications sent to prospective patrons:

2012: 376

2013: 816

An increase of 117%

Overall results tallied in October netted a 4% increase in phone calls regarding service as other state Talking Book Libraries were experiencing a decrease in active patrons.

The Montana Talking Book Library had 12 volunteer inquiries related to the October newspaper campaign highlighting Volunteer Appreciation Month and five individuals interested in being ambassadors for Great Falls, Billings, Butte, Bozeman, Missoula and possibly Miles City. Numbers for both volunteers and ambassadors continue to steadily increase, even months after the initial campaign has ended.

FUTURE RECOMMENDATIONS

Sustainability was a huge part of the outreach plan that Wendt developed, both in terms of producing TV, radio and newspaper ads that will be relevant into the future and matching them with media outlets that effectively target the vast, sometimes rural, state of Montana.

There was substantial awareness built throughout the year and several qualified people from across the state reached out to MTBL for more information about volunteering for the program. Our recommendation is to cultivate these relationships further to assemble a volunteer advisory group. This statewide volunteer advisory group will be beneficial in supporting, serving and advocating for customized FREE library services to help meet some of the financial needs and increase the quality of life for an increasing Montana population of individuals with visual and physical disabilities.

MTBL staff will continue to use the outreach kit to raise awareness and secure necessary partnerships for the programs. Outreach kits can be customized according to need and volunteer potential. Wendt developed a database that can be used to target many potential groups at various levels of commitment. The MTBL staff will continually update the database based on feedback to keep the document relevant and viable for future efforts.

Wendt recommends that the MTBL staff continue the outreach effort for paid plus PSA placement on broadcast to include network and cable TV and radio. We also recommend tying in newspaper placement for significant months like Talking Book Library Month and Volunteer Appreciation Month.

We also recommend actively posting on Facebook to continue the conversation with followers who are interested in the programs and services offered by MTBL.

MTBL staff can also continue to build a relationship with various media outlets by pitching stories of interest. It is Wendt's recommendation to pitch 2-4 stories per year surrounding significant national or local events. In addition, some of the editorials that Wendt developed can be used again in the coming year. MTBL has a deep bank of patron testimonials that can be used to refresh a number of promotional pieces, including outreach kits, press kits, editorials and news releases.

The television and radio ads, newspaper templates, brochure, media plans, public relations plans, press kits and outreach kits that Wendt developed and implemented over the past year of our partnership will provide invaluable tools as the staff of Montana Talking Book Library replicates past efforts in the quest for sustainability. We recommend duplicating our campaign of overall awareness throughout the year and executing targeted, focused messaging for specific events or milestones.

IT HAS BEEN OUR PLEASURE TO PARTNER WITH
MONTANA'S TALKING BOOK LIBRARY TO ENSURE THE
SUCCESS OF THE PATRON OUTREACH PROJECT AND TO LEAVE
THE STAFF OF MTBL WITH THE TOOLS AND EXPERTISE TO
SUSTAIN THE MOMENTUM INTO 2014 AND BEYOND.

THANK YOU.



THE **WENDT** AGENCY