

# Memo

**To:** Montana State Library Commission

**From:** Jennie Stapp, State Librarian

**Date:** April 6, 2018

**Re: Banik Communications Introduction**

On March 22 the Montana State Library and Banik Communications entered into a year-long contract under which Banik Communications will develop and lead a public awareness campaign for the Montana State Library in partnership with the Montana Library Association (MLA) and the Montana Association of Geographic Information Professionals (MAGIP).

Banik Communications was selected to lead this effort largely due to their previous experience to lead successful statewide public awareness campaigns with other public sector organizations in both Montana and North Dakota. Examples of their past experience is included in their proposal provided to the Commission. Banik is familiar with the funding challenges the Montana State Library faces and is committed to helping us address those challenges through this campaign.

Banik Communications was the successful respondent to a request for proposal (RFP) conducted by the State Library. We wish to acknowledge our appreciation for the RFP scoring committee members, Evan Hammer, Erin Fashoway, Jessica Edwards, John Finn, MLA Government Affairs Representative and Lee Macholz, MAGIP Administrator.