

To: Montana State Library Commission
From: Karen Strege
Re: Marketing report
Date: August 11, 2004

Before Anastasia left for her new job, she thoughtfully prepared the following report.

New auto repair patron info sheet was produced in conjunction with Ebsco. All subscribing public libraries/branches received 115 copies each in a mailing completed on June 14. An electronic copy of the info sheet is available for downloading from the MSL website. A number of copies of the printed info sheet have been held back for an anticipated fall distribution to school and academic libraries. *(See sample enclosed).*

3,500 InfoTrac brochures were distributed at Summer Institute to: Anaconda, Baker, Conrad, Kalispell, Terry, Miles City, Twin Bridges, Forsyth, Colstrip, Stanford, Laurel, Montana State Hospital, Kalispell + branches, Whitehall, Harlowton, Columbia Falls, Wolf Point, Plains, Circle, Red Lodge, and Hardin.

Gale **reprinted 10,000 more InfoTrac brochures** for us at no charge. These will tentatively be reserved for school libraries and distributed in the fall when schools re-open. A number will also be distributed via Tracy Cook's **InfoTrac presentation at the MEA/MFT conference** in October.

Book bags imprinted with the MSL logo have arrived. They will be used for distributing InfoTrac brochures as well as other library materials.

NRIS:

The June NRIS seminar, *"The Montana Transportation Framework Project"* was presented by Mark Tripp and Eric Eidswick of ITSD.