

Marketing and Public Relations
July 27 – September 27, 2005

External Communications and Marketing

- a. **Statewide Marketing Plan** The bulk of my time has been spent on the statewide marketing plan as we near a very public launch and put the finishing touches on the campaign.
 - i. **Publicity Materials**
 - 1. Posters and bookmarks – Five different posters and bookmarks have been designed; these have been printed and will be distributed to libraries statewide. We will ask librarians to hang the posters and distribute the bookmarks in their libraries. We will also ask them to distribute the posters throughout their communities.
 - 2. PSAs – Two television PSAs are now in the can. Both are 30 seconds. One features a Helena couple who used a Montana library to research and build a canoe. The other features the posters and highlights what can be done at a library. Both are beautifully shot, and work with our other publicity materials to further create a brand or image for the campaign – beyond the logo.
 - 3. Print ads – One print ad has been designed. We elected not to do a major print buy as it would have eaten up the bulk of our budget. We did buy ad space for a year in the Montana Senior News. The ad will be available online for librarians to take to their local newspaper and either pay for placement or negotiate for ad space.
 - 4. Web sites – Two Web sites are being developed. One Web site will feature all of the tools and materials for librarians. The other Web site is our public site, and was designed so that we could have a “go to” on the ads. This Web site is specific for seniors, and includes information specific to Montana seniors. Libraries will be encouraged to provide a link to this Web site on their homepages.
 - 5. Radio – One radio PSA has been completed thus far, and will be distributed to radio stations statewide for airtime.
 - ii. **Media Buys**
 - 1. TV – We have negotiated an excellent statewide TV buy that will include airtime on cable and network television for an entire year. Our buy guarantees placement for a senior market, specifically during the local news (including morning, evening and night) and also on channels such as the Weather Channel, CNN, and the History Channel. TV stations have guaranteed to play our ad once for each ad that we pay for, resulting in the ads being played thousands of times over the course of the next year.

2. Print – Because of the high price of doing a statewide print buy that would have eaten up approximately half of our entire budget, we opted not to do this. We did buy space for a year in Montana Seniors News. We will also make the print ad available to librarians to use in their local press.
 3. Radio – Again, radio is prohibitively expensive. We have decided that the best use of our dollars is NOT to buy radio time. However, we will produce one radio PSA, and distribute the PSA to radio stations throughout the state and also to librarians, and ask librarians to meet with their local station managers to ask for free air time. In the last campaign, this method was employed, and nearly \$200,000 of free air time was received on the radio. We hope for even more this time.
- iii. PR Tools and Materials
1. Web site for librarians – Librarians should have plenty to keep them busy with marketing the campaign. There are approximately one hundred pages of new materials available from programming ideas for seniors to op-eds and press releases. I also plan to constantly develop new materials for posting on the Web site.
- iv. Statewide launch – A statewide launch is planned for Tuesday, October 4. Libraries around the state will be participating.
- v. Trainings for librarians – I will be doing a four hour training on the campaign for librarians at the Fall Workshop. Approximately 45 people have signed up for the workshop.