

Marketing and Public Relations
December 1, 2005 – January 30, 2006
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What's Your Story – We continue to make huge strides with our marketing and programming effort, "What's Your Story? Find it at the library!" I recently finalized a new partnership with the regional branch of the National Library of Medicine to pay for the development of a new public service announcement (PSA), which will air on television and radio. The new PSA will feature a Montanan American Indian, and will focus on health issues. A draft of the commercial has been written, and I am in the process of working on visuals and casting right now. The PSA will be 30 seconds long, and will be adapted for radio as well as for television. The National Library of Medicine has expressed interest in airing this PSA regionally, in Montana, Wyoming, Washington, Idaho, and Alaska. The PSA will feature our What's Your Story public Web site as a go-to.

We have also developed a new poster, which features an American Indian senior, and focuses on health issues. Our partner, American Association of Retired Persons (AARP), has agreed to pay for 750 of these posters to be printed for distribution to MT libraries.

Professional Education and Employment for Librarians (PEEL) – A lot of work has been done to market the scholarships that are available, and to market librarianship as a career in general. Over the past few months, I have worked with Q Communications Group to develop a multi-faceted marketing effort with a new look and feel. We decided to use the tagline, "Hey Smarty Pants! Be a Librarian!" I think it has a hip, young sense to it, and helps to combat the existing stereotype of librarians. We have worked to develop two posters, an insert and a brochure, a give-away for recruiting events, a new Web site, a flyer to be used for recruiting purposes, and a series of print and radio ads that appeared everywhere from college newspapers to National Public Radio(NPR). The posters, inserts, flyer, and radio and print ads are all very timely and serve to promote the scholarship. The brochure and Web site will have a long life after the scholarships have been distributed.

The next issue of Big Sky Libraries, which was just sent to the printer, is centered on recruitment issues to coincide with the PEEL scholarship.

Montana State Library's Grand Re-opening – With a significant donation from Thomson Gale, we were able to host a wonderful reception and open house here at the Montana State Library. The event was catered, and approximately 150 people were in attendance throughout the afternoon and evening.

Other – We had a very successful GIS Day, with two elementary school classrooms spending the morning at the Montana State Library with our NRIS staff, learning about GIS. We received nice coverage of the event, and were featured in the Helena IR, and on the local NBC affiliate, which also broadcasts in Havre, Lewistown, and Great Falls.

We have revived the NRIS seminar series, and kicked off in January with a presentation on Montana's Aging Population. I am trying a new way of marketing these events, and in addition to the usual press release and poster, I have sent targeted emails to potential interested parties. This seems to have paid off for the January event, as we had approximately 25 attendees. We are still looking for a speaker for the February event, but have speakers planned in March, April, and May.

I am now working on (1) the annual report, (2) revising and re-envisioning the Montana State Agencies brochure with Julie Klauss, (3) the development of marketing materials for the State Publications Center and depository libraries with Jim Kammerer, (4) placement on a Montana NPR radio show, (5) placement on "Aging Horizons" a Montana DPHHS television show (both of which would feature Montana State Library programs), and a (6) statewide special event for National Library Week. I have also been in the process of getting the "What's Your Story" committee back together to continue work on the next phase of the campaign. I would be delighted for a commissioner to volunteer to serve on this committee.