

Marketing and Public Relations June 3 – July 31, 2006 Prepared by Sara Groves

What's Your Story – We completed the RFP process to locate a marketing company to assist us with the development of some materials for the "What's Your Story?" campaign. Two bids were received. After reviewing the bids, the committee voted to work with Q Communications Group here in Helena. We worked with Q last year on the initial development of the "What's Your Story?" campaign.

The committee met with Q to begin development of new materials. The theme with which we hope to reach boomers (our target audience for the new year) is "Now you can...." We will focus on the many things that boomers are now able to do now that they have the financial ability, the time, etc. and how their Montana libraries can help them achieve their goals. New posters and TV ads will feature real Montanans doing things that they may have always wanted to do (like becoming an artist, hiking the backcountry of Glacier National Park, spending time with their grandchildren), and of course, will feature how the local Montana library played a role in these success stories.

I am currently working on new written materials for the campaign, and should have a series of letters-to-the-editor, op-eds, newsletter stories, etc. completed by Labor Day.

AARP Montana has provided a list of themes with which its Montana members have addressed as those that concern them most. I am working with librarians across the state to develop these themes into usable programming guides. The guides will be available for all Montana libraries in print form and via the Web. This project will be paid for with LSTA dollars.

I am also currently working on raising the necessary funds to develop the "What's Your Story?" campaign for this coming year. No LSTA dollars can be used to pay for any marketing materials. Therefore, I am trying to raise approximately \$25,000 (more would be better!) to develop these materials. I have met with several potential donors thus far, but have not heard from anyone either in the affirmative or negative. I am following up accordingly with each company. **If anyone has ideas of potential funders for the campaign, PLEASE CONTACT ME.**

I designed a survey that is currently on the Web for librarians to take regarding the "What's Your Story?" survey. Preliminary results are interesting. The survey indicates:

- 1) 58% of survey respondents learned about the "What's Your Story?" initiative through a MSL employee.
- 2) 83% of survey respondents have used the "WYS" materials.
- 3) Of the tools/materials that are available,
 - 100% of survey respondents, using the campaign, have used the posters.
 - 73% of survey respondents have used the Web site for librarians, the bookmarks, and the programming ideas.
 - 65% of survey respondents have used the "how-to" guides
 - 55% of survey respondents have used the sample letters, op-eds, etc.

- 4) Of those who have not used the "WYS" campaign, 100% said their reason for not participating was that they were not aware of the campaign.
- 5) Librarians viewed the following tools/materials as being valuable (ranked in order of importance)
- Posters (86% of survey respondents viewed the posters as most valuable)
 - Sample letters, Op-eds, and other sample writing (83%)
 - Statewide television and radio media purchase (83%)
 - Bookmarks (71%)
 - TV PSAs (71%)
 - How-to Guides (71%)
 - Web site for librarians (71%)
 - Programming ideas (71%)
- 6) Survey respondents overwhelmingly want the "WYS" initiative to increase visibility of Montana libraries and to increase funding.

Based on the survey results, I have developed a list of potential marketing tools and materials that we can develop and their associated costs (including printing, etc.) I have attached that here for your review.

OCLC Digital Archives Collection – I have also been working closely with Bruce Newell and with OCLC to market a new pilot program through OCLC. I have developed a postcard, an email, a personal letter, and a Web page. All mail pieces have/will be sent to every librarian in the state.

Talking Book Library – I have been working with TBL on ad development and article placement in an effort to recruit more volunteers and to increase donations to the program.

National Book Festival – Planning has begun for the 2006 National Book Festival. I have contacted Travel MT to determine what they are willing to donate for give-aways this year. I have also contacted several different vendors to see what they we might be able to purchase as give-aways. I have also contacted the author of our selected book and her publisher to determine what types of give-aways they would be willing to cough up.

Legislative Session – Please mark your calendars. Library Day has been scheduled for Tuesday, January 9, 2007 from 5 – 8:30 p.m.

General – I will be on maternity leave for six weeks from, hopefully, mid-December through January. Because my maternity leave will fall at the beginning of the legislative session, I have been working with program managers throughout the library to determine their communication/marketing needs for the session and for events such as Library Day. I have asked all managers to submit a "wish list" for the session to me by August 1. From that wish list, and with my other responsibilities, I will develop a work plan and timeline for completion of items. I am also working with a committee on the development of a new brochure developed for each legislator (as we did in 2005, which was a very popular item with all legislators.) I am working out as far in advance as possible to complete these materials prior to having my baby. I have told all managers

that I will be available via email and telephone during my leave to assist with any communication/marketing needs that are not met prior to my leave.