

## Marketing and Public Relations December – January 24, 2013

Prepared for the February 2013 Commission meeting  
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**Goal One – Content** - *Montana State Library (MSL) acquires and manages relevant quality content that meets the needs of Montana library partners and patrons.*

**Library Outreach** – We finalized the very popular “Legislative Snapshot” and distributed it to each legislator the first week of the session. The “Snapshot” highlights the value of the Montana State Library by providing information from each district that is relevant to the topics most likely to be addressed by the convening legislature. Fifty different versions of the snapshot (one for each legislative district) were produced. Each legislator received a print copy. The online version is available to anyone who may be interested at: [http://apps.msl.mt.gov/Legislative\\_Snapshot/2013/default.aspx](http://apps.msl.mt.gov/Legislative_Snapshot/2013/default.aspx).

Library Legislative Day – I was the co-chair of the 2013 Library Day. I worked closely with a committee of great folks to ensure that the event was a success. For the first time this year, we also held an overview meeting of the event for staff that planned on attending the event. We also provided training for librarians the day of the event and the morning after, which quite possibly helped boost the attendance of librarians.

In case you did not attend LLD, we had great food, beer and wine, and live entertainment for attendees. We had over 90 legislators in attendance as well as librarians from all over the state. Additionally, this year MAGIP was present at the event, as well as many of TBL’s partnership organizations. We have a meeting scheduled in late January to assess the event so that improvements can be made in 2015.

I also helped to write much of the testimony that was provided on behalf of the Montana State Library and our programs.

I also assisted with the Montana Land Information Act Legislative final report.

I am beginning work to get ready for the Montana Library Association conference in April.

I also revised and significantly added to several items that are part of the Library Lovers’ Month promotional materials. Those are now done and posted for all at: [http://msl.mt.gov/WhatsYourStory/Campaigns/Library\\_Lovers/default.asp](http://msl.mt.gov/WhatsYourStory/Campaigns/Library_Lovers/default.asp).

I also worked with LIS to promote mt.gov Connect during the transition from Schweitzer to Bullock’s administration by issuing a press release and working with press to provide an overview of what mt.gov connect actually is and how it works.

I also issued a press release about a proposed geographic name up in Lincoln County.

Library Human Impact Videos: We coincided the launch of the 3 BTOP human impact videos with our legislative night and our budget testimony the next morning. I worked with Donci Bardash to finalize a toolkit for librarians to use to help promote the videos. I also wrote a statewide press release that was issued from MSL and developed a customizable release that libraries could use with their own information. We looped the videos and played them in the Grizzly Conference Room (where the food was) during our library legislative night. The next morning, I got the release out and sent it statewide to all media and then doubled up on the media in the communities in which the videos were filmed and the communities of the librarians featured in the video. In just a week's time, we've had significant views of the videos from around the world.

I am also working closely with Christie Briggs and TBL on the patron outreach project.

**Ready 2 Read Goes Wild** – With money from the First Interstate Bank grant, we were able to develop trunks that are focused on Montana's "Indian education for all" mandate and will be housed in libraries on Montana's reservations. These trunks will circulate just like the existing "Ready 2 Read Goes Wild" trunks and will be available for check-out by schools, child care centers, Head Start programs, and library patrons in good standing. I worked with Montana Fish, Wildlife & Parks and the MT Office of Public Instruction's Indian Education program staff to develop a list of materials that complement 1) the Growing Up Wild curriculum and the 2) Indian education for all mandate while helping children to develop early literacy skills and an interest in Montana animals and nature. The trunks will include about 30 books that range in topics from Montana's tribes to Montana's native animals and habitats. They will also include ten different puppets that support the books, and animal parts such as skull replicas.

I presented the trunks and how to make the most use of what is in them to support the Growing Up Wild curriculum to Montana Head Start tribal teachers on December 6. The Head Start teachers brought the trunks back with them to give to their local library to catalog and begin circulating.

I also worked with the tribal libraries to do press and promotion of the trunks and to help answer their cataloging questions. I am scheduled to present at OPI's Indian Education for All conference in February with MT FWP on the Growing Up Wild curriculum and on the trunks.