

BANIK COMMUNICATIONS INTRODUCTORY LETTER

To the Montana State Library RFP Review Committee:

Thank you for the opportunity to offer our help to one of the jewels among Montana's state agencies. With sadness we watched your funding slashed earlier this year—and fear that your fight isn't over. Your staff and services continue to face critical challenges. It's crucial that this awareness campaign succeeds above and beyond expectations to overcome current lack of awareness and woeful misunderstanding of the breadth of service, resources, connections and overall public value the library and its information systems provide. Over the next ten months, you must have the strategies and the materials to build both understanding and multi-level support. You need an expert partner who joins you in your commitment to the people of Montana, while bringing energy and experience in grassroots outreach, advocacy development and the crafting of on-target messages that reach—and move—Montana hearts and minds.

Banik Communications is pleased to submit this proposal for the Montana State Library (and its partners). As a full-service agency, we create and implement integrated advertising and marketing campaigns every day—using a variety of media. We've been helping our clients reveal the core of their brand and build campaigns which uphold these standards for 27 years. Our innovative and comprehensive campaigns are strengthened by the fact that from start to finish Banik handles all aspects of marketing for our clients.

At Banik we strive for excellence in everything we deliver, from creativity in advertising to research-based and results-driven messaging. We believe marketing solutions can't be solely creative—they have to be relevant, strategic and effective. Our creative and media solutions evolve with the changing landscape of media, mobile trends and emerging technology.

As a full-service agency, we offer account management, strategic planning, research, creative design, brand development, photography and videography, media planning and placement, social media management, public relations, as well as web design and development services.

- **Account Management:** client communication; campaign planning; project management; brand management/audits; budget projection and management; internal team oversight
- **Strategic Planning:** environmental scans; campaign development; timeline creation and monitoring; integration of theory and research
- **Research:** audience testing; market analysis; survey creation and administration; focus group planning and implementation; qualitative and quantitative research
- **Creative Design:** graphic design; copywriting; layout; television and radio production; multimedia production; print/broadcast/online creative development
- **Brand Development:** creation of visual identities; logo design; brand positioning; tagline development; brand standards and usage guidelines
- **Photography and Videography:** on-site landscape, product, event and portrait photography services; photo editing and sweetening; live video footage; post-production, music bed

integration; original audio sweetening; final output for various mediums; commercially licensed drone pilot; use of DJI Phantom 4 Pro unmanned aerial vehicle

- **Media Planning and Placement:** media planning; media strategy development; media buying for print, TV, radio, outdoor and online and social media; post-buy analysis; reporting
- **Social Media Management:** account setup; content development; site management; comment policy development and enforcement; integration of multi-platform campaigns
- **Public Relations:** key messaging; press release development; event planning; media relations; interview training; workshops; grassroots outreach; advocacy strategies and support
- **Web Design and Development:** domain management; site mapping; content development; coding/programming; image integration; mobile-responsive designs; backend updates

The main contact regarding this proposal is Heather Burcham, Chief Operating Officer of Banik Communications. Heather can be reached at Banik's office located at 18 6th St. No, Suite 201 in Great Falls, Montana 59401-2552. She can be contacted by phone at (406) 454-3422 extension 119 or by email at heather@banik.com.

ABILITY TO MEET SPECIFICATIONS

Knowledge of effective public awareness strategies for publicly funded services as exemplified through previous work experience to raise awareness about publicly funded services.

Banik Communications, including its current staff, has been providing targeted and successful communications strategies for public awareness for more than 25 years.

- Our solution for reducing motor vehicle deaths on Indian reservations in Montana was to create a new program empowering and training local spokespersons to deliver research-based messages engaging local partners as well as target audiences. Based on five-year averages, the number of American Indian fatalities in Montana dropped by more than 26 percentage points. The percentage of crash fatalities that were alcohol-related on the reservations dropped from 83.3 percent to 64.7 percent.
- We developed a marketing plan and branding strategy that redefined how people think of registered contractors in Montana. Lumber yards, home improvement and hardware stores partnered with us to distribute campaign materials.
- After a one-year campaign to market workforce development at two-year colleges in Montana, more than 45 percent of business owners responding to an online survey said their perception of Montana's two-year colleges had improved; an additional 23.6 percent said their perceptions had significantly improved. Businesses that would receive and distribute information about two-year colleges increased from 7 percent to 47.5 percent; and businesses who would offer tuition reimbursement or assistance to employees increased from 10 to 55.4 percent.

- We developed an integrated public outreach and media plan that utilized faith-based organizations, parish nurses and senior centers to increase pneumococcal vaccinations by 151-273 percent at clinic and health department locations in Montana and Wyoming.

A synopsis of some of our public sector experience is provided here. Some examples show campaigns that are specifically targeted at Montanans. We've included examples from North Dakota, a state that is characterized by rural and urban markets and other aspects similar to Montana.

North Dakota State Council on Developmental Disabilities

Public Awareness Campaign

Contract period: March - December 2017

Affordable, reliable access to transportation is critical for adults with disabilities to lead independent lives, hold down jobs as productive citizens, enjoy social and educational opportunities and be included in the community.

Objectives

- Create public awareness of how public transportation works for developmentally disabled individuals and how many people in their communities rely on it
- Increase public perception of the value and benefits in funding transportation access for individuals with disabilities—with a focus on enabling them to hold a job

Audiences

- General public: Adults 21+ residing in the urban areas of Burleigh and Morton counties: Bismarck, Mandan, Lincoln

Challenge

The public citizenry of North Dakota's metro markets had a low level of awareness about the nature of paratransit services, its scope and limitations. People may presume rides are available, but were not aware of the issues with access, cost, and other barriers, including time.

Due to budget constraints, public transportation services for the elderly and disabled were being reduced. Banik was awarded a grant-funded contract to develop a public awareness campaign to build a foundation of understanding, empathy and support for this vital service. Our client's goal was a "packaged" campaign and marketing plan that could be rolled out in another region or statewide when additional funding became available.



Solution

Under a very small budget, our strategies emphasized partnerships and social media. We developed a four-minute video that could be linked to targeted online ads and Facebook posts. A thirty-second version suitable for use as a PSA was also created. See the “Miles in their Shoes” video here: <https://vimeo.com/236648363>.

Our team built a network of partners to build public awareness and expand knowledge of the campaign. These partners included:

- State Council members
- Service providers for persons with disabilities in Bismarck and statewide
- Local employers
- Previous North Dakota clients
- Other state agencies

Banik also provided a marketing presentation for the State Council’s quarterly meeting to explain how the campaign elements could be used in an ongoing manner to help achieve campaign objectives.

Results

The campaign was well-received and the feedback from providers and government agencies was very positive. We were disappointed that the Facebook page and email tools were not utilized to their potential by the Council and its network, due to the lack of staff and other conflicts. Notably, however, the city’s contract with its long-time paratransit operations provider, which was due to be cancelled in October, was renewed.

Basin Electric employees featured in ‘Miles in Their Shoes’ videos

OCTOBER 12, 2017 BY BASINELECTRIC [LEAVE A COMMENT](#)



Shawn Hammes, [Basin Electric](#) administrative assistant/receptionist, is often referred to as “the face of Basin” due to his work at the reception desk, and starting today, he is also the face of Bismarck-Mandan’s transit system.

Hammes, who has cerebral palsy, is featured in Miles in Their Shoes, a video that is part of a public awareness campaign by the [North Dakota State Council on Developmental Disabilities](#) designed to highlight the importance of door-to-door transportation for the elderly and persons with disabilities. Hammes has used [Bis-Man Transit](#), a public transportation operation in Bismarck, to get to work for 19 years and says it has enabled him to “keep a job at a great company.”

Montana Department of Transportation

Statewide Seat Belt Awareness

Contract Period: 1999 - 2016

When we began our work on statewide seat belt education, the seat belt use rate on all roads in Montana was 72.6 percent. In 2005, the seat belt use rate was determined to be 80.1 percent—an increase of 7.5 percent. The National Highway Traffic Safety Administration found our conversion rates of non-users to show significant improvement. In 2001, the national administration asked the MDT Traffic Safety Office to provide Banik's campaign strategies as a model for other states. Seat belt use in Montana continued to increase five out of the next seven years, to a rate comparable with some states with primary seat belt laws. The use rate then plateaued, making it even more important for us to focus on the high-risk audiences.

Work for the Montana Department of Transportation included:

- Strategic planning
- Qualitative and quantitative audience research
- Annual news conferences and other media events, including speech-writing
- Coordination with statewide coalitions and state, city and county law enforcement
- Public relations, media relations, news releases and fact sheets
- Design of brochures and print collateral
- Materials for legislative reports and displays
- Creative concept development, testing and production
- Media placement and evaluation
- Training student interns and community advocates



Challenge

Montana's greatest injury rate is among 15-29 year-olds, in part because of their low level of seat belt use. This audience is challenging to reach, because they are highly self-selective in their information channels. They are highly connected, especially through their mobile phones—and highly resistant to anything that smacks of marketing. They've had various safety and "anti-" behavior programs thrown at them since kindergarten. They are most influenced by their friends and word-of-mouth. Advertising to this group must be true—as in real life and true stories—as well as engaging and interesting.

Solution

Our solution, "Respect the Cage," borrowed from the world of mixed martial arts fighting (MMA) to suggest a dangerous environment and the need for a healthy respect of it. As a sport, MMA is wildly popular among the primary target audience for this campaign— young men and women. The "cage" motif provided a strong graphic identity which proved to be more edgy and exciting than traditional

traffic safety messages. By openly acknowledging young people’s fascination with danger and adventure, we sought to confront the seat-belt usage issue head-on.

To appeal to this audience, Banik developed a compelling theme for an exhibit centered on a wrecked vehicle from a rollover crash in which the young driver’s best friend was ejected and died. The exhibit was accompanied by hands-on and interactive elements and a video testimonial called “Room to Live.” The point of the exhibit was to show survival can depend on remaining inside a vehicle’s safety cage during a crash. Working with MDT, Banik created the exhibit and custom graphic wraps for the traveling exhibit vehicles. We provided training and created tools for a team of college-age interns who manned the exhibit and delivered its seat belt education points one-on-one.

The exhibit traveled to fairs, rodeos and concerts throughout the summer, where it was seen by as many as 3,000 people a day. Feedback from the public showed a strong positive response, and a significant number of visitors reported that the exhibit had changed their minds about seat belts.

The “Room to Live” video was also distributed to high schools across Montana (as well as numerous military, law enforcement and corporate partners). The following year, responses in the annual Youth Risk Factor Behavior Survey of Montana high school students showed a significant increase in self-reported seat belt use.



MDT Director, Jim Lynch Editorial – For IMMEDIATE RELEASE
September 22, 2009
Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov

Summer seat belt exhibit draws almost 50,000
MDT's story of a Montana family proves persuasive

Helena – As summer ends, I am hopeful that it's just the beginning of one new life-style change for Montanans – to wear a seat belt.

This summer, nearly 50,000 people across Montana had the opportunity to sit inside a car that had been in a rollover accident that took the life of one young man. Had he been wearing his seat belt, the odds are he would have survived the crash. In spite of news stories like this that happen over and over again, roughly 21 percent of Montanans still don't routinely wear their safety belts. Thanks to the selflessness of the family who

North Dakota Rural Public Transit
Public Awareness and Education Campaign
Contract Period: 2015 - 2016

Banik Communications was asked to develop media and community outreach recommendations to promote Statewide Rural Transit services in North Dakota. This effort was built from the ground up, starting with the development of a campaign slogan and logo—an identity on which we could center a brand strategy. We called it “You’ve got a ride North Dakota.” With the completion of a web presence to which online ads could link, paid media for the marketing effort began in the spring of 2016. Paid media flights were scheduled in April and September.

Objectives

- Increase the use of public transportation within the state of North Dakota, specifically in rural communities.
- Change the perception that transit services are exclusively used by seniors and individuals with disabilities.
- Increase awareness of the personal benefits and value of using rural transit.
- Provide Transit partners with the materials, technical support and knowledge to market themselves on a local level. These efforts would include presentations for policy-makers and funding sources (such as legislators and county commissioners) as well as consumers.

Audiences

- North Dakota residents, 18+ years of age. Our primary segment falls well beneath the median household income of \$51,000 and may be receiving one or more work-support subsidies
- Rural residents living in communities with a population count of less than 10,000
- Transit program providers/partners

Challenge

Public rural transit serves all 53 counties in North Dakota. Transit logged about 2.7 million miles in 2013, even though many rural residents weren't aware that public bus and van service is available to them.

"Anyone of any age can ride rural transit," explained Becky Hanson, the Transit program manager for the North Dakota Department of Transportation. "People seem to think these services are only for the elderly or disabled, but that's not true," Hanson said.

Solution

Banik worked with the Transit program and its 34 rural transit service providers across the state to overcome this misperception through the "You've Got a Ride North Dakota" campaign. The North Dakota Transit program's goal is to improve rural residents' access to education, work, shopping, restaurants, entertainment and health care through economical public transportation. Marketing tools for the transit providers would arm them to promote their service at the county level, through local institutions, employers, and retail outlets.

Campaign Elements

- Recommendations for state website focusing on a landing page
- Logo and slogan
- Development of Facebook page and social media images and posts
- Posters, fliers, flip card
- Talking points and news releases
- Broadcast radio production (two :30s) and media buy
- Newspaper ads for weekly papers

- Facebook and web banner ads, plus two Facebook boosted posts
- Community toolkit, including PowerPoint and how-to guides, selling points, newsletter and bulletin articles, letters to the editor, Ride-Along and “Dump-the-Pump” event guides, logos, social network content, Q & A, media interview tips and local partnership lists (colleges, libraries, museums, retailers, employers), and table tents
- On-site training session for transit providers

Results

Online engagement was high during the campaign placement. Facebook advertising obtained 362,130 impressions and almost 7,000 clicks for an investment of \$3,220. Earned media performed well, with numerous reprints of the launch news release. Ridership did not significantly increase until later in the fall, but outreach activities in local communities increased dramatically.



Montana Dental Association

Statewide Public Awareness: "Healthy Smiles from the Start"

Contract Period: 2014 - 2016

Banik served the Montana Dental Association through the planning, development, and implementation of the "Healthy Smiles from the Start" campaign. This educational campaign, aimed at pregnant women and the parents and caregivers of young children, worked to increase public awareness and knowledge of the importance of oral health. Through better understanding of the importance of dental visits for both young children and pregnant women, the target audience received the call to action: make a dental appointment.

Objectives

"Healthy Smiles from the Start" is a national oral health campaign created by the Alliance of the American Dental Association and the American Dental Association. The campaign aims to promote prenatal dental care for pregnant women and encourage parents and those caring for young children to get their child in for their first dental check-up at the time of their first tooth and no later than their first birthday.

Audiences

- Pregnant women
- Parents and care providers of children, ages 0 to 3

All campaign messages were crafted with these two primary audiences in mind. Message structure and dissemination routes were selected based on information obtained during the strategic planning and research phase regarding the following:

- How these audiences prefer to get their information
- Who they trust as credible sources of this information
- When they are most likely to be open to behavior change messaging

Challenge

To reach a demographic otherwise distracted by long to-do lists, the demands of young children or the excitement of expecting a new baby, the challenges were many. Evidence shows those who made up our target audience were unaware of the importance of continuing oral health visits through pregnancy. They were also unaware of the urgency to begin their child's oral health from the time of birth and to schedule the first dental visit by the child's first birthday. Efforts were needed to reach a low-income audience, whose access to health care may be limited or complicated.

Solutions

Audience research and key informant interviews were conducted in the initial phase of the campaign to help our team understand the breadth of the issue and gain insight on ways to reach members of the target audience. We used primary and secondary research to determine where members of the target audience were seeking out health related information. The collected data was used to inform campaign planning as to where, how, when, and to whom campaign messaging should be directed.

We tailored the campaign to make messages, images, and distribution routes appropriate for Montana audiences, while drawing from the expertise which had already been invested in the national campaign materials.

Our materials were created with bold yet simple graphics and text crafted for low health literacy levels. On the premise that every mother wants the best for her child, our key message point was the explanation: here's why you need to do this. The physical health of your child, for the rest of their lives, could be improved with proper dental attention now.

Materials created for the "Healthy Smiles from the Start" campaign are summarized below. These materials were originally placed across Montana markets in the fall of 2015 and completed a second media run in the Spring of 2016.

Paid Media

Paid media was an integral component. Paid media served as an essential communication element, proven to be an effective marketing tool to expose members of our target audience to campaign messages. Paid media included billboards, television, radio, newspaper and online (website and Facebook) advertising. The use of multiple media channels complemented other coordinated strategies with campaign partners and outreach efforts to have campaign messaging blanket the state.

Earned Media

Banik promoted the 2015 launch of the campaign in conjunction with World Oral Health Day to local, regional, and state-wide media outlets. Earned media efforts were also used to promote the campaigns Summer Launch Party planned and facilitated by Banik.

Social Media

The use of social media provided extra reach for the campaign. Pregnant women and those caring for young children were the perfect demographic to target on social media. Facebook was a cost-effective dissemination channel and allowed partners to build long-term connections with members of the target audience. Campaign messages, dental care tips, and myth-busters were developed and posted on a daily basis. The campaign Facebook page continued to grow engagement each month. The page reached over 2,000 "Likes" and averaged a post reach of 17,769. The page was populated with new content five days a week. Information shared through Facebook included facts, tips, photos, videos, and interactive projects for parents and children.

Efforts which helped continue to grow the campaign's social media presence include the integration of a Pinterest account into monthly social media posts on Facebook. The demographic data available for Pinterest shows that generating content on this social media venue allowed us to reach members of the target population where they are already going to seek information. The Pinterest account included the infographic images created for the



campaign with tailored content for pregnant women and new parents. New boards were built within Pinterest each month to highlight seasonally appropriate events. These included an oral health component such as options for non-candy Easter basket fillers, Mother's Day activities, and snack/treat suggestions which are low in sugar for holidays.

North Dakota Stroke System of Care

Statewide Public Education and Engagement Campaign

Contract Period: 2013 – 2015

The North Dakota Stroke System of Care was a comprehensive awareness and engagement campaign aimed at raising the level of care for acute stroke cases in the state, with efforts focusing on increasing patient access to the best and most current evidence-based treatment options. Through leadership from the North Dakota Department of Health, a strong collaboration was built with partner hospitals, Emergency Services providers, the American Heart Association and others. The Stroke System of Care public awareness and education campaign was launched in 2013. The campaign encompassed training, technical assistance, medical review for stroke capability designations for care centers and community education components.

Objectives

The goals of the Stroke System of Care Public Education Campaign were to:

- Increase knowledge of the signs of stroke among the public
- Decrease the phase of delay between the onset of symptoms and the decision to seek care
- Shorten the time to treatment for acute stroke patients
- Increase utilization of 9-1-1 medical services throughout North Dakota

Audiences

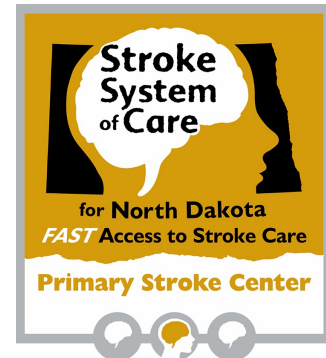
For this campaign, the most at-risk audiences were emphasized, including:

- North Dakota adults 65 years of age and older
- North Dakota adults ages 45-64, including the children of older adults who may be caretakers or decision makers
- American Indian adults
- Medical and healthcare professionals

Challenge

The challenge guiding this campaign was two-fold:

- Educate the public about the signs of stroke and build awareness about the need to act fast and seek care immediately, preferably using emergency transport care services where treatment can



begin en route to the care facility

- Position the Stroke System of Care as an overarching, statewide entity connecting all elements of treatment from first responders to health care providers specializing in stroke treatment

Solutions

The overall strategy for this campaign used an integrated approach with a strong emphasis on outreach. This focus was supported with the creation and distribution of collateral materials supplemented by targeted paid media.

Banik worked with the Stroke System of Care Task Force, a broad coalition mandated by the North Dakota Legislature. An identity and design hierarchy was developed for the Stroke System of Care. All advertising and educational materials were submitted to the Task Force for consensus approval, including logo ideas and other creative concepts.

While the Task Force already provided a strong network of providers and EMS, Banik was able to collaborate with the Task Force's network and build additional valued partnerships to help get materials and information into the hands of the public. Partnerships with the North Dakota Library Association, and the North Dakota Pharmacist's Association, clinics and county health departments allowed materials to be disseminated by trusted sources that community members were already relying on for health-related information.

Libraries and pharmacies across the state set up displays and made brochures available. Wallet cards of stroke signs were given to pharmacists to provide to their customers in prescription drug bags. Libraries received bookmarks to disseminate to patrons. All materials made consistent use of the Stroke System of Care identity.

Results

The Stroke System of Care in North Dakota is a comprehensive effort of emergency services, diagnosis and treatment protocols and other efforts, of which public awareness education and media was only one part. That said, data collected under the American Heart Association's "Get with the Guidelines" showed that time to treatment decreased significantly and more stroke patients were arriving by ambulance rather than private vehicle.



North Dakota Department of Labor

Fair Housing Campaign

Contract Period: June - September 2012

In April 2012, the North Dakota Department of Labor (DOL) issued an RFP for the design, production, and placement of two television PSAs and two related radio PSAs regarding fair housing. Banik was awarded the contract in early June.

Objectives

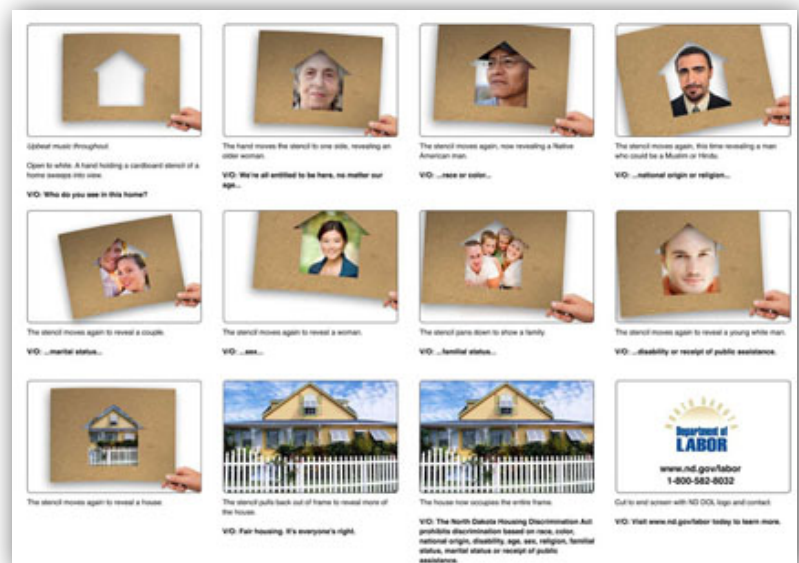
- Increase public awareness of state and federal housing discrimination laws
- Encourage citizens to contact the DOL's human rights division for information or help

Audiences

- North Dakota resident adults 18+
- Landlords
- Tenants

Challenge

The factors prompting a shortage of housing in western North Dakota—the Bakken oil boom and recent flooding in the region—could not be controlled, but our response could help mitigate unfair housing practices resulting from the shortage.



The various audiences and the nature of the topic added to the challenge. We needed to relay the basic tenets of North Dakota's fair housing law to those seeking to rent or purchase housing, and also to those seeking renters or buyers. Investors, real estate agents, home owner associations or other parties may also influence fair housing practices. Campaign materials must communicate that North Dakota has stringent fair housing laws in place, outline the major factors which constitute unfair housing practices, and provide avenues for the intended audience to learn more and take action against discriminatory practices if needed.

The media used was important in ensuring the campaign message was conveyed successfully. While television and video are often the most memorable, delivering TV spots to North Dakotans in rural areas can be challenging.

With a contract start date of June 1 and tentative placement date of June 30, Banik had to work quickly to convey a large amount of specific information in a short amount of time—and in an engaging, clear and memorable fashion.

Solutions

To create effective messages, Banik and the client felt it was important to achieve a positive tone. We didn't want to imply that there was a widespread problem where it didn't exist, and an inclusive message would be more likely to be well-received than an approach in which we'd be forced to cast one or more parties as the villain.

Banik focused on two creative approaches: emphasizing the right to housing and emphasizing the protected classes that North Dakota law specifies. We then created thirty-

second television spots for each approach. In "Home for All," we illustrated the diversity of housing to serve as a metaphor for the diversity of renters and homeowners, as well as the right to freely choose their home unencumbered by discriminatory practices. "Stencil" reinforces the classes of people protected by law by literally placing them each in a home—in this case, a stenciled outline of a home—in order to visually reinforce the message in an interesting and positive manner.



Corresponding radio messages extended the campaign's themes in low-population regions most affected by housing pressures and provided additional frequency in support of the television spots.

Banik provided creative and script development, broadcast production, media planning and media placement of two television and two radio PSAs. Selected markets for the media plan were determined by the Department of Labor, to include the entire state of North Dakota with emphasis on the western portion of the state.

Results

This client was unable to share specific results from the campaign. However, the ND Department of Labor is pleased with the spots and has feedback that citizens are being informed of Fair Housing Laws as a result. We have received three additional media placement extensions since our contract began in June of 2012, with the most recent being January of 2018.

Frequent comments during the campaign that, "I had no idea the DOL handled housing discrimination complaints" showed exactly why the Department felt they needed these spots developed.

North Dakota Department of Human Services

North Dakota Aging and Disability Resource LINK

Contract Period: 2011 - 2013

Banik was awarded a contract by the North Dakota Department of Human Services, Aging Services Division to introduce a new centralized resource to help older adults and adults with disabilities access in-home and community-based services.

Objectives

- Increase awareness of Aging and Disability Resource Center (ADRC) services, emphasizing options counseling to consumers
- Increase use of coordinated services which delay or prevent long-term institutional care
- Educate health and human services professionals about ADRC services; encourage and support their use and referral of the phone, email or web link

Audiences

The audiences targeted in this campaign include:

- North Dakota residents, male and female, age 60+
- North Dakota residents, family caregivers, female, age 45+
- American Indian residents of North Dakota, female and male, age 35+
- North Dakota residents, adults with disabilities, male and female, age 21+
- Health and human service professionals



Challenge

Serving the aging population of North Dakota is a critical issue. Available resources are challenged by the aging of the baby boomer demographic bubble, the fact that Americans are living longer and the additional impact of out-migration by younger generations. By the year 2020, a projected 170,117 residents of North Dakota will be age 60 or older and over 20,000 will be age 85 and older.

The rural nature of North Dakota presents an ongoing challenge. Many of the counties that have the highest percentage of elderly residents are among the most rural. The urban centers, where media has more penetration and population is more concentrated, tend to have a younger population and lower median age.

Recommended marketing strategies and tactics used various delivery channels and communication strategies to reinforce each other and spread the impact of the campaign outward into the communities of North Dakota. One of the additional challenges in implementing this campaign was media needed to

be timely in those communities where the resources and personnel were in place to provide the services of the Aging & Disability Resource LINK—but not leaked into those communities still building readiness.

Solutions

Creative executions needed to evoke a positive and empowering message for older adults—fostering a feeling of confidence and independence. A visual theme for the campaign was developed which used positive, beneficial words containing the letters for “aging” (such as “engaging,” “encouraging” and “managing”) and these were used in print and display.

The concept was fully implemented in the key campaign element: video. (See the campaign spot here: <https://vimeo.com/96019553>). To maximize the client’s budget for placement, the television spot was produced in a style based on still photography. The still photos captured a variety of individuals receiving transport or support services in their homes—and were well-suited to expression of the “aging” word theme.

The media launch was designed to coincide with Older American Month in May 2011. Rural weekly newspapers were recommended for cost-effective exposure, the ability to target our audiences and its appeal for older adults. Radio is a very strong medium in North Dakota and was used to build frequency for the campaign. A primary strategy was the integration and support for grassroots outreach. Media materials were complemented by collateral pieces developed for a “toolkit” to be used by community partners and local agencies. The “toolkits” were provided in hard copy and as downloadable files. Brochures, posters and fact sheets were among the contents. Banik recommended the use of additional resources such as faith-based organizations, senior centers and fraternal organizations.



The campaign call to action was simple: call 1-855-GO2LINK. Imprinted promotional items were used to get the phone number in the hands of the target audience—and to support outreach engagement by local partners. Imprinted items that help “brand” the Aging & Disability Resource LINK and create awareness of the phone number included: business card magnets; pocket magnifiers; emery boards and pens. We also developed a series of news releases. Banik provided talking points and media guidelines for local partners to use in setting up interviews with their local media to talk about the Aging & Disability Resource LINK.

Results

North Dakota Aging Services continued to roll out the Aging & Disability Resource LINK in the state’s communities, and extended our contract three times. Television placement in August and September of 2012 got the phones ringing, leading an increase in calls of 146 percent.

Family and Community Health Bureau (Montana DPHHS)

Newborn Hearing Screening and Intervention

Contract Period: January - March 2008

Banik responded to an RFP for a public education media and grassroots marketing campaign. The overall goal was to reduce the number of infants who are not being screened at birth, increasing early opportunities for assessment and intervention services for children with hearing impairment.

Banik Communications received a three-month contract for a Newborn Hearing Screening campaign that began with initial meetings in January 2008 and ended March 31, 2008. A budget of \$30,000 covered all media, research and services.

Objectives

- Create awareness for the need for newborn babies to have their hearing screened prior to discharge from the hospital or one month of age.
- Deliver targeted education on the needs and benefits of newborn hearing screening and early intervention.

Key Informants

Individuals were interviewed to provide insights which aided the formulation of the campaign strategies and tactics. These individuals included:

- Audiologists
- Midwives
- Hospital/birth center personnel including nurses
- Universal Newborn Hearing Screening and Intervention Advisory Group members
- Obstetricians

Audiences

- Primary care providers and support staff: obstetricians, pediatricians, family medicine physicians, midwives and nurse practitioners
- Audiologists who assess infants
- Native American and non-Native American pregnant women, parents and grandparents

Hospital records and other data showed that rural areas and American Indian reservations were important areas for the campaign to reach. Interviews performed with key informants showed the greatest opportunity to increase hearing screenings was among home births.

Challenge

Among the general public, there appeared to be low public awareness of the lasting impact on a child's language and mental development when hearing impairment is not diagnosed early. We needed to increase understanding of the critical need for newborn babies to have their hearing screened. Early

intervention could prevent developmental problems associated with late identification of hearing loss. Ideally, all newborns in Montana would be screened at birth or within one month, resulting in a significant improvement in the lives of the children without normal hearing capabilities.

Solutions

In order to be effective with the limited budget available, the campaign required highly targeted placement and support at the community level. Through collaboration with the client and a thorough analysis of DPHHS data, we discovered areas of the state and facilities where newborn screenings could effectively be increased.



General and family practice physicians, obstetricians, pediatricians, midwives and nurse practitioners were reached through direct mail.

The audience of Native and non-Native pregnant women was targeted with specific messages tailored for them. Hearing screening education was provided to pregnant women through their physicians and places where women receive infant services. These included clinics, social services locations and city-county health departments.

The remaining audience segments of parents and grandparents were targeted through television PSAs and newspaper ads. Banik produced a 30-second TV spot as well as print materials. Television provided an emotional appeal to do the right thing for children, who deserve the best opportunities to succeed in life. The concept focused on the bond between mother and child, and the critical importance of hearing to an infant's development. Attractive photography of healthy mothers and babies provided an emotional sense of the connection between parent and child. The conceptual approach for the television spot was based on still photography, which significantly reduced costs for filming and editing. The high quality of the photography elevated the production value of the PSA, which in turn encouraged Montana television stations to provide generous bonus air time. The television spot and pdfs of the print materials were provided to the client for internal use and placement on their website and other online sources.

Campaign Elements

Materials included:

- :30 television spot
- Posters for both mainstream and American Indian audiences
- Rack cards
- Direct mail pieces
- Online elements
- Fliers for Health Fairs
- Newspaper ads for rural markets



Results

- Hearing screening among infants born outside of hospitals in Montana increased 84 percent in one year
- Audiology follow-up increased
- Due to the success, the Family and Community Health Bureau provided additional dollars for placement in subsequent years, through 2010



Natural Resources Conservation Service

Contract Period: 2005 - 2006

Objectives

The goal of the campaign was to increase the productivity of Indian-owned land in Montana by promoting conservation practices. The specific objective was to increase applications for the Environmental Quality Incentives Program by agriculture operators/owners on seven American Indian reservations in Montana.

Challenge

Our task included testimonials and visual representations of environmental practices on agricultural lands on all seven reservations in Montana. To be effective with tribal audiences and ag managers, materials needed to be customized for each market, that is, the communities and landscapes of each separate reservation. The sheer geography of the project was daunting—not only the miles across the state, but also the extremely rural nature of the locations.

In addition, we had to be accountable to a tightly crafted budget—a budget that provided for a minimum amount of paid media placement (and didn't cover mosquito repellent at all).

Solution

Our assets for the project were those of Montana herself. Features of the reservation lands included Glacier National Park, the National Bison Range, majestic mountains, flowing waters and sunlit fields. In addition to our video and sound crew, our still photographer captured photos to represent the land, the people and the ag operations of the reservations. The project locations, travel and talent were organized by the Banik staff. Videography, photography and interviews with tribal members, ranchers and conservation personnel were executed over a carefully planned schedule during the spring and summer.

Twenty-three people were featured in the video, including Joe Big Knife and his six small grandchildren, Crow elders Phillip and Martha Beaumont, and Terry Tatsey and his daughters, who rode their horses across grassy, windswept hills with the peaks of Glacier Park as a backdrop.

From barley fields on the slopes of the Bears Paw, to the pastures of the Wolf Mountains, the seemingly barely harnessed land of these scenic areas inspired our theme: Listen to the Living Land. Under this concept, the video focused on building resources for future generations and a reverence for the living spirit of the land.



Lori Valadez, the public affairs officer who headed up the project for the NRCS office in Bozeman, said, "It was challenging to try to represent all seven American Indian reservations in Montana. The resulting

video does a great job of showing the help we can provide for Indian farmers and ranchers in a variety of programs.”

In addition to the 23-minute video, Banik also produced a 30-second television PSA, newspaper ads and radio announcements translated into nine tribal languages.

Results

- No media budget was available for television placement, but the PSA received more \$200,000 worth of broadcast and cable time during the two months leading up to the program sign-up deadline in early June. Highly rated networks such as CNN aired the spot extensively during morning and evening news hours.
- Applications for the program doubled or tripled compared to previous years among the reservation offices.
- The video to promote cost-share programs on tribal lands in Montana took a first place award at the 2005 Montana Ad Federation Awards.

Montana Secretary of State

AutoMARK Introduction Campaign (Help America Vote Act)

Contract Period: 2006

Objectives

- Inform the public about changes in polling and requirements for voting
- Inform the public about the availability of AutoMARK voting machines
- Encourage voter education and voter turnout
- Position election administration as fair and accurate

Audiences

- Montana voters, ages 18-54
- Montana general public age 21+

Campaign Elements

- Planning for media, public relations and outreach
- Media negotiation and placement
- Advertising development and production
- Earned media/Public relations
- Collateral development and production
- Evaluation and final reports

Challenge

The Secretary of State sought services in providing public information and marketing regarding the implementation of the Help America Vote Act. The Help America Vote Act (HAVA) was passed by the U.S. Congress in October of 2002, in part, at least, as a reaction to the disqualification of ballots in the controversial presidential election of 2000. HAVA mandated that all states and localities upgrade many aspects of their election procedures, including their voting machines, registration processes and poll worker training.

Solution

Our message strategy was intended to appeal to the independence and patriotism of Montanans. One of the aspects of the campaign was to provide public education about the inauguration of AutoMARK voting machines. Voters with disabilities can now vote privately and independently at their polling place. This was the first election where the AutoMARK machines were available in all polling places.

Paid Media

Three 30-second television spots were produced: "Vote November 7"; "Vote tomorrow"; and "Vote Today." In all markets, television commercials were placed throughout various day parts, with emphasis on early and late news, prime access and prime time programming. As always with public service and nonprofit clients, we requested a bonus match for all paid television spots. Due to political advertisers during this period, not all stations could guarantee a one-to-one bonus match. However, most stations were able to put the spots into their PSA rotation for additional added value and exposure.

Cable television donated one bonus commercial for each paid commercial, and also placed the spots in their auto-fill rotation. Overall, the cable schedule was extremely cost-effective, and added well to the frequency of the campaign.

Radio commercials ran for a six-week schedule in all seven major markets on stations selected for audience targeting. These were titled "Damaged Ballot Nov. 7" and "AutoMARK Nov 7."

A 30-column inch newspaper ad titled "Help America Vote Act" ran for a total of four Sundays prior to Election Day. Outdoor billboards were placed for one month in 16 communities across the state.

Banik also designed and produced a full-color poster that was distributed to county offices and other outlets throughout Montana.

Earned Media

The Banik team sent out a news release, information and education materials in an electronic press kit to 81 news publications, 39 radio stations and all the television networks in the state. A total of 61 news articles were published specific to the information about election changes and the AutoMARK. News stories ran on every television network during the period between October 12 and October 19, 2006.

Our pitch strategy for media contacts was intended to help them understand the importance of the story:

- Everybody is telling the public WHO to vote for—here's some helpful news about HOW to vote—so the voice of more Montanans will be counted this election year.
- The AutoMARK is brand new and it's a great news story because these automated machines are amazingly simple, but have a lot of capabilities and safeguards for confirming an accurate vote. They are now in every polling place in Montana.

Results

Voter turnout was approximately 63.5 percent of registered voters, about ten percentage points higher than the most recent mid-term elections in 2002 and 1998. The number of voters at the polls was higher than the sixty percent turnout for the two previous presidential elections.

Montana CHOICE Grant

Contract Period: 2002 - 2004

Challenge

Banik Communications received this contract from the Department of Public Health and Human Services to help address the need for more personal assistants for disabled and elderly individuals in Montana.

Solution

We proposed an integrated media and public relations campaign to encourage people to become personal assistants, to educate people on the positive aspects of employment as a personal assistant and to raise the public perception of the worth and important contribution of personal assistants. Public relations and earned media efforts focused on all three of these objectives, through the strategic use of press releases and editorials.

We created testimonial-based television and radio spots, and supported these with posters distributed by DPHHS program officers. The media placement relied entirely on free Public Service Announcements.

Based upon the response from community-based senior and long-term care workers, more budget was allocated to public relations efforts in 2004. A mailing to Montana faith-based organizations was highly successful in obtaining response to our message. A series of news articles were published in newsletters and church bulletins.

Results

The DPHHS call centers for program officers around the state normally average only a few calls per month regarding personal assistant training, but during our public relations campaign ending in June 2004, calls in all markets increased. The number of calls asking for application information increased 600 percent.

Alliance for Montana's Future

Contract Period: 2002 - 2003

The Alliance for Montana's Future was an offshoot of the Economic Development Action Group, created for the purpose of galvanizing public understanding of the role of higher education in the state's overall economic success.

Challenge

Support for higher education appeared to be waning. Members of the public in many parts of the state, especially rural areas, did not see an economic benefit related to higher education. An attitude existed that Montana educates her sons and daughters and then exports them to jobs elsewhere.

Solution

Our first task for the Alliance was to create a campaign identity and a slogan. The campaign brand strategy would help us remain consistent and on-message, even though attitudes and perceptions regarding higher education were varied among different areas of the state.

We initiated the statewide effort under the tagline "Education: Higher and Hire." This tagline successfully instilled the idea that higher education is a primary ingredient in economic success. Prior to the start of the campaign, we designed and implemented focus group research to discover the attitudes of Montana audiences towards higher education. This research enabled us to target our message more effectively.

We developed media materials based on testimonials from leading Montana business entrepreneurs such as Chris Nelson of Zoot Enterprises in Bozeman, Ian Davidson of Davidson Companies, and Karen Barclay-Flagg of Billings. Radio and television announcements were distributed statewide. Newspaper ads supported the broadcast media.

Grassroots outreach was key. Twelve regional volunteers around the state were recruited to bring the Alliance message to their own communities. Banik provided training in communications, media relations and advocacy at a day-long workshop. During our yearlong contract (the duration of the group's funding), we performed numerous public relations activities designed to assist the grass-roots communications efforts of these volunteer advocates.

Campaign Elements

- Press releases, press kit, talking points and fact sheets
- A daylong public relations workshop event, including a media panel
- Public relations activities binder for distribution to community chairs
- Talking points, materials and displays for community fairs and events
- Website development including a pressroom for updates on statewide editorial coverage

Results

Research provided an indication that the Alliance campaign had effectively increased the public perception of the relationship between economic development and higher education. Six months after the campaign began, Banik entered another contract with the Montana University System, Commissioner of Higher Education. Most tellingly, voters passed the next funding referendum for the Montana University System.

Montana Department of Labor and Industry

Contractor Registration

Contract Period: 2001 - 2007; 2010

Banik Communications was awarded a contract to promote the registration and utilization of registered construction contractors in the state of Montana.

Audience

We addressed two audiences for our registered contractor message:

- Homeowners who hire contractors
- Contractors who are not registered

Challenge

One challenge was to develop materials that addressed the needs of both audiences—very different sides of the coin. Most homeowners were not aware of issues regarding their potential liability for a contractor’s injury if they weren’t registered. Small contractors did not want to pay the fee. The Department’s audits also showed there was confusion as to whether or not a worker was a contractor or an employee.

Solution

Our recommendation was the development of a brand strategy—that is, to create a logo by which Registered Contractors could be identified, and then work to instill a sense of added credibility and pride in the ownership of this “badge” of certification. Many independent contractors in Montana would be working out of their trucks—so we proposed the production of vehicle decals which would go to every applicant along with their certificate.

The idea was to educate people to ask if the contractor was registered, and thereby drive registration as an important element to boost the contractor’s credibility and likelihood of getting the job.

Our strategy to educate and persuade these audiences has also included distribution of materials to building supply and hardware stores throughout the state. A poster distributed statewide was written and designed to promote the “brand” identity of the registered contractor decal. We created two brochures, one for homeowners and one for contractors. In a cost-efficient use of both time and budget,

these brochures were designed with a common template, but different colors and text, and they were printed simultaneously.

Public relations for the initial brand campaign resulted in newspaper articles in several of the state's daily newspapers. We followed up with home remodeling news articles that were printed in "Home" supplements in Billings, Great Falls and Helena newspapers. These articles focused on the need to work with a registered contractor for flooring and roofing projects. Banik also provided swift turn-around on an "opportunity" news release, which was widely published when a state Supreme Court decision addressed the definition of an independent contractor versus an employee.

In addition, we created billboards and a tradeshow display. A mailing packet and a media kit were other items developed for the integrated promotion strategy.

The television that was produced showed naked contractors, skillfully covering their private areas (a wheelbarrow here, a toolbelt there), framing a house. The concept was, "Make sure you're covered." If you hire a contractor and they are not a Registered Contractor, you could be liable. The campaign received a 2003 Addy award and the television shoot made the front page of the *Spokesman Review* in Spokane, Washington giving notoriety to the clever production of the commercial. A custom brochure holder in the shape of a tool belt was also part of the campaign in 2003 and also garnered an Addy.

Radio and television commercials were reproduced in 2004 and 2005 with different creative taglines. The commercials in 2004 followed the concept of "Risky Business," as in, it is risky business to be involved with an unregistered contractor. Commercials for 2005, which also ran in spring 2006, contained the headline "Check them out before you bring them in." To distribute the new messages, we continued with a mass media campaign, utilizing targeted paid television and radio placement as well as billboard and some newspaper.

Results

From 2001 to 2003, the number of registered contractors in Montana increased by more than 20 percent.

Our goal in 2007 was to inform and educate all business owners and consumers on how to properly hire an independent contractor. A second objective was to inform contractors on the steps necessary to become an independent contractor. After the 2007 campaign MDLI informed Banik that the Independent Contractor inquiries and certificates had more than doubled.

Mountain-Pacific Quality Health Foundation (MQPH)

Contract Period: 1998 - 2004

Pneumococcal Pneumonia Campaign

Audience

- Montana residents, 60+

Challenge

Banik Communications worked with this client to develop a multimedia campaign "A Shot that May Save Your Life" aimed at increasing voluntary pneumococcal vaccinations among people over age 65.

Solution

The campaign involved use of focus groups to test and fine-tune creative messages which appeared on outdoor billboards and newspaper ads, as well as radio and television.

Results

The campaign achieved outstanding success in the Helena market, measured by a 191 percent increase in pneumococcal vaccinations over the previous year. The campaign was so successful in dramatically increasing the number of "pneumonia shots" that Banik Communications was awarded a contract to implement the campaign in another major market in Montana and Wyoming in October of 1999. The same basic creative materials were used, with the addition of flu shot mentions. Results, based on Medicare claims processed as of March 2000 for pneumococcal vaccinations, showed a 173 percent increase at the Casper, Wyoming Public Health Department. One clinic in Billings alone noted a 276 percent increase in vaccinations.

Breast Cancer Awareness

Audience

- Montana women, ages 52-69

Challenge

Banik Communications needed to implement a statewide Breast Cancer Awareness public service campaign, encouraging Montana women age 52-69 to get a mammogram.

Solution

Banik Communications developed creative materials and a media strategy using a combination of newspaper ads and radio PSAs. Our media strategy for radio began with negotiating non-paid air time by distributing a written request from the Governor describing the campaign. Of the 57 stations that received the PSAs, 81 percent committed to run them in their regular PSA rotation and/or in our requested schedule. The PSAs aired on 90 percent of radio stations, with no paid dollars. Newspaper media strategy involved a combination of paid and non-paid insertions. Paid ads were placed in daily newspapers with strong circulation in counties with the highest concentrations of women age 52-69.

We negotiated with papers to run a matching bonus ad for each paid insertion. With this schedule we were able to reach 61.6 percent of women 52-69 in Montana. In addition, we distributed the newspaper ads to 72 Montana weekly newspapers with a request for PSA placement. A total of 60 weekly papers (84 percent) ran the ad at least once. With the addition of these weekly papers, we were able to extend the campaign's reach to 99.48 percent of the state's population of women ages 52-69.

Results

The spring campaign proved so successful that a subsequent campaign was developed and ran in January the following year. This campaign focused on New Year's resolutions and the importance of getting a mammogram.

Montana Telecommunications Access Relay Service

Contract Period: 1997 - 2000

Audience

- Montana residents, 60+

Objective

- Increase public acceptance of relay calls
- Change the perception that they are only used by the deaf
- Reverse the perception that relay calls are telemarketing calls
- Inform the public of the benefits and availability of the relay service

Solution

The team working on the project determined that the concept rationale should focus on the normalcy and every day life aspects of TTY use, rather than emphasize the service as something only for the impaired. The 6-minute video "Everyone Can Be Heard," scripted and produced by the agency, focused on daily situations with broad appeal: a grandmother and granddaughter; a family recreation situation; and a crisis situation. In all, our agency created ten 30-second television PSAs that carried the consistent positive message that relay calls should be perceived as part of an ordinary lifestyle.

Results

Relay calls in Montana averaged 23,000 minutes per month in 1997 and increased to an average of 35,700 minutes per month during 1998.

Knowledge of Montana libraries and/or geographic information communities as exemplified through previous contracts and/or other relationships with individual libraries, geographic information offices, and/or all our parts of these communities.

What was it like to be a public relations professional before the age of the internet? Your best friends were reference librarians and your most frequent hangout was the library. Microfiche, the card catalog, the periodical index—these were our Google. Libraries, now, as then, exist as a marvelous resource that opens up the world, its people and its past—through image collections, maps, and databases as well as books. You can find almost anything if you go to the right library. When we needed historic photos of Meriweather Lewis and Captain William Clark, it was a library that provided them.

More than ever, libraries are a critical resource for the access they provide all citizens, the collections they preserve and databases they offer. Libraries are first-hand contact with the knowledge, experience and culture of our human communities.

We are writers, and writers tend to be readers. It's always been natural for us to turn to libraries as common-sense partners when we need to create awareness at the grassroots level. Public libraries have helped us by sharing information in numerous campaigns. Some of these include:

- Stroke Awareness campaigns for DPHHS, Cardiovascular Health program. Library support for displays and distribution of materials was particularly strong in Lewis and Clark County, Fergus and Judith Basin counties.
- Pneumococcal vaccine campaign for older adults in Montana
- Stroke System of Care in North Dakota
- Rural transit posters were created for libraries and schools in North Dakota
- "Invite a friend to vote," Montana Secretary of State

The Montana State Library has also been a valuable resource in our planning and projections for our clients. One example is the [Legislative Snapshots](#) that provide information on important topics. We've been able to follow topics such as water rights and invasive species that have an impact on our clients.

Aerial photography available from the Montana State Library has also been on our radar as a potential source for images to help in projects for our clients in water and agriculture.

Geographical Information Offices

Our trade is the analysis and communication of information. We begin with an analysis of client's communications challenge—and often turn to available data to help understand the existing situation. Depending on the topic, maps from Montana's geographic information system can be invaluable. This has been true for topics in agribusiness and water resources. In fact, many of our market analyses begin with one or more maps—so we owe a tip of the hat to Montana's Geographic Information Professionals!

Knowledge of effective public awareness strategies for Montana as exemplified by previous successful public relations campaigns targeted at Montanans.

Below is a list of previous successful Public Relations campaigns targeted at Montana residents:

- Alliance for Montana's Future
- Pneumococcal vaccine for older adults
- College Now! – promotion of Montana's two-year colleges
- Montana Department of Transportation, Seat belt and child passenger safety 1999-2016
- Tobacco use prevention
- Breast cancer awareness
- Department of Agriculture, Promotion of Montana-processed foods
- Montana CHOICE grant to increase personal assistants for the elderly and adults with disabilities
- Nelcon Construction, public awareness and information regarding the \$29 million reconstruction of US Highway 2 through Havre
- Knife River Construction, public awareness and information regarding road and Main Street construction projects in Bozeman
- Montana Secretary of State, Introduction of the AutoMARK voting system/Help America Vote Act
- Department of Public Health and Human Services, newborn hearing screening
- Montana Telecommunications Access Relay service
- Department of Public Health and Human Services, stroke awareness 2005-2018
- Beartooth Electric Cooperative 2013-2017
- Montana Dental Association
- Montana Contractor's Association
- Blue Cross Blue Shield of Montana
- Central Montana Eyecare
- North Valley Hospital
- Montana Department of Labor and Industry, registered and independent contractor campaigns

PROVISION OF SERVICES

Methods

Initial discussions, research and stakeholder input will help us make a final determination of the methods that will be used to build and measure awareness. We've provided examples here that are likely to be utilized:

- Strong, structured community outreach
- Advocacy from influential stakeholders
- Partnership optimization
- Video materials to showcase expertise, resources and value
- Community toolkits that can be localized/customized (and training, if needed)
- Radio for PSA rotation and paid placement
- Approximately 6 weeks of paid advertising between the general election and the end of the year, which may include online and radio
- Targeted boosted Facebook posts
- Social media engagement and promotions
- News releases, probably in April, September and December
- Awareness activities during National Library Week—with a campaign launch later when video materials are ready
- Targeted legislative elements, such as e-newsletters and direct mail

Background, Insights and Situation Analysis

First of all, we'll seek information and input from the Montana State Library and its partners to confirm the goals and challenges of the public awareness objectives.

Key Informants

After an initial meeting (or meetings), our team will conduct interviews with key informants among internal and external audiences to gather insights and ideas. What has been done before; how much time can staff devote to communications...answers to these and other questions will provide a more solid foundation for the creation of a work plan and timeline. These findings will ultimately inform the development and implementation of the marketing and public relations strategies and tactics.

Key informant interviews will also help us study the cultural and policy landscape of Montana to help craft the most effective messaging.

State legislators and government relations advisors are likely to be among the informants sought out for input. We've had a long-time relationship with Nanette Gilbertson in her work for the Montana Sheriffs and Peace Officers Association and would invite her comment.

Online Survey of Internal Audiences

In addition to key informant interviews, we will develop a brief survey to help a greater number of library and GIS network members provide their thoughts and ideas to help inform the campaign development. Because increased use of services is among our objectives, let's get feedback on what current use looks like, who the most likely users are, what barriers exist and how usage may vary from one part of the state to another. Banik will work with MSL and its partners to develop and refine an online survey that will be sent out as a link in an email. Responses would be collected as soon as possible, to help inform the campaign planning and conceptual development.

Message and Concept Testing

As soon as an appreciable number of survey responses start coming in—and with the information from MSL, MAGIP, the Montana Library Association and key informants in hand—our team will begin drafting potential slogans, key messages, and headlines. We'll explore conceptual themes for the campaign. A selection of our best draft ideas will be presented to the client and then refined through feedback. Our team will develop a discussion guide for two focus study groups to test these ideas. The focus groups will also help us drill down to the library benefits that are most valued. We'll be able to get a sense of what people know and don't know about the Montana State Library and information systems in Montana, including geographic information. Our itemized cost includes cash honorariums for up to 20 total participants in two separate groups. We suggest holding one group in Great Falls and one in Stanford during the month of April.

Partnership Development

Banik has been highly successful in developing partnerships that provide mutual benefits. In our experience, partnerships can significantly extend the exposure and impact of campaign messages. For a Blue Cross Blue Shield campaign to promote generic drugs, a drugstore chain printed the campaign message on prescription bags—the message went out to every pharmacy customer. For a Lewis and Clark County stroke campaign, we asked Blue Cross Blue Shield to include an insert about stroke signs and the importance of fast treatment in their mailing to all Medicare-eligible seniors. When we needed to promote Montana-made and Montana-processed foods, we recruited a grocery store chain to hold parking lot barbecues featuring only Montana foods. Partnership possibilities may be abundant for the libraries and geographic information systems in Montana, in the many communities they serve.

Beginning in as soon as possible, we'll work to identify potential partners that will help in distribution of campaign materials; who will provide opportunities for communications to their audiences; and who will strengthen the campaign by supporting events or sharing costs.

Grassroots Efforts

The Montana State Library and its partners have a large statewide network of libraries and geographic information professionals. It will be cost-effective and strategically effective to provide tools and talking points to these entities so they can make the case for the campaign in their communities.

There are 82 public libraries in Montana (and 35 branch libraries). We should arm this network so that they can go out talk to state representatives and senators, church groups, fraternal organizations, school boards, county commissioners, extension clubs, and local news media. Banik has provided tools and

training for just these types of activities in the past—for groups as diverse as educators, social workers, dentists, midwives and transit operators.

Items that might be developed as tools for local librarians and other community-based partners and advocates include:

- Talking points, fact sheets and FAQs (downloadable PDFs)
- Campaign identity materials and standards of usage guides
- PowerPoint and/or video presentations
- Posters, bookmarks (printed materials)
- Table tents (PDFs)
- Social media posts
- Media interview guide
- Legislator guide
- Event guide
- Interactive demonstrations
- Newsletter/bulletin articles
- Targeted stakeholder recommendations

Support from Targeted Stakeholders

It's astounding—and more than a little unsettling—how support for education, science and factual information has eroded in our country. But 15 years ago Banik was successful in making the pendulum swing in support of higher education. We did it with the help of business leaders who spoke out loudly and earnestly about the impact higher education has on their workforce and their business success. For the Montana State Library campaign, we want to identify and recruit spokespersons who will highlight the value of Montana's library and information systems. These leaders can show the highly valuable benefits provided for our decision-makers and policy discussions, our communities, education, agriculture and other industries, our public planning and our economic growth.

Production of Communication Materials

Video will be an important element in the arsenal we develop and deploy for the campaign. It has the most appeal and credibility among our audiences—and it is effective when linked to targeted online ad placement and boosted social media posts. Video is the most likely format for sharing on social media. We propose short videos that help showcase the expertise of the Montana State Library and MAGIP. The videos may combine a spokesperson with a set of topics showing content available through MSL and GIS. We'll need more than one video, because there is so much to cover. This approach will allow us to tailor each piece so we can speak in terms that ordinary Montanans will understand and feel a connection to.

National Library Week

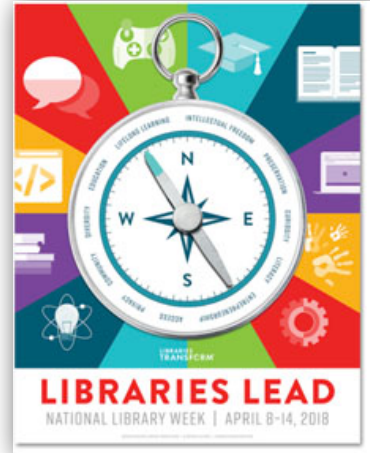
Our original intent was to have the campaign identity ready to launch by National Library Week, April 9–13, 2018. This is less likely now that the contract award process has been delayed. However, this national awareness week is still an important opportunity for Montana libraries to gain coverage in the news and

share on social media. Existing materials and national social network content will be available. The message that libraries offer transformational opportunities is also an important one, and appropriate to the goals of this project.

Social media content for Facebook should be used to lead up to National Library Week. Community public libraries may already plan to hold an event during this week, which would provide an opportunity for local patrons to receive an “intro” to the Montana State Library and its resources.

A post for Facebook on the MSL page could be crafted carefully and “boosted” to targeted statewide audiences.

A news release could be sent out to provide timely information about the value of Montana’s libraries, state library and information systems, and how to access information that will help ordinary people. This would be finalized in collaboration with the client representatives, then distributed by Banik to the news media.



During National Library Week, we will also take advantage of National Library Workers Day on April 10. Our goal will be to highlight the valuable contribution of library administrators and staff, show what they do, and overcome any perception that this is a place where services can be cut without a major impact on the people of Montana.

Again, please note that the actual marketing and public relations plan will be developed following initial research and input from MSL and its partners and initial research. The methods mentioned here are examples of what we could do to successfully generate greater awareness, a positive image and a perception of value and personal benefit for Montana libraries and geographic information systems.

Social Media

Banik has a team of social media specialists who develop and manage content for our clients. There are a number of different ways in which we can coordinate this activity during the campaign. The Montana State Library (MSL), the Montana Association of Geographic Information Professionals and the Montana Library Association have active Facebook pages. MAGIP also has a LinkedIn group and a Twitter account. Even more, individual libraries and other stakeholders also have their social media accounts and reasons to share and support your social messaging.

Beginning in early April leading up to National Library Week and during the campaign, we’d collaborate with these partners to have consistent strategic messaging on Facebook and other social networks. Some of these would be sponsored or “boosted” for greater reach and to drive views to videos, blogs, maps and galleries or other pertinent material. Posts and tweets leading up to and during the annual Big Sky GeoCon April 16-20 would integrate with the campaign messaging as well.

Social networks provide the opportunity to show the breadth of resources and the information system expertise offered through the Montana State Library. One of the MSL's biggest challenges is that people do not comprehend what they are and what they house—the breadth and depth of what is available. Getting a broad sampling of examples out on social networks will help us overcome what appears to be a vast underestimation of the MSL, and Montana's library and information systems. Wherever possible, we'd want to highlight a user, or user-group, and the value they receive.

Some activities among the many that we could recommend in the realm of social media may include the following.

- Blogging
- Images posted to an MSL Instagram account
- LinkedIn publishing by MAGIP
- MAGIP tweets to promote events, new products, or professional achievements
- MSL Twitter account and sponsored tweets
- One or more special promotions to drive engagement

The integration of Instagram and Facebook will help foster greater success for campaign content on both. Public libraries in Montana could contribute to the Instagram and Facebook content by providing images from their community, their library, and their events. Banik can also provide custom photography and image recommendations.

Most Montanans have no idea of the scope of mapped information that is available. MAGIP has been sharing these images, but social media can be utilized to a greater degree to showcase this expertise and drive users to the Montana State Library website.

Short video showing how data is collected and how it becomes more accessible in the form of a map (and other campaign videos) are possible content ideas for publishing on YouTube, LinkedIn, Facebook and Twitter. Another idea is a video or webinar tour of the MSL website.

E-newsletter to Networks and Stakeholders

Working with the MSL and its partners, we'll compile an email list for eblasts that will provide campaign updates and encourage the sharing of materials. The newsletters will inform our stakeholder audiences about ways they can support the campaign. We will also invite comment and two-way communication.

A newsletter template branded with the campaign graphics will be developed and approved. The first e-newsletter will go out to announce National Library Week. As budget allows and partner input confirms, newsletters will be recommended during the duration of the campaign—perhaps six newsletters could be distributed between April 5 and January 3.

News Releases

One of the rules for success in today's over-flowing, fragmented and consumer-selected communications channels is to tell people something they don't already know. Well, there's a lot they

don't know about the Montana State Library and Montana's network of geographic information. News releases will be a cost-effective way to reveal the value of these resources. Published news stories also give us links to add to social media and increase exposure. News sources are also a leading avenue of choice to reach policy-makers.

Our public relations strategy for the campaign will be developed through discussion and research. However, for the sake of method examples, possibilities for news releases include:

- National Library Week/announce the campaign and National Library Worker Day
- Announcement of achievements at Big Sky GeoCon
- June news release regarding a topic of expertise in mapping—perhaps ag-related or water-related. Perhaps we have a partner agency talk about using the GIS maps to project fire season or fisheries? Another alternative would be a tie-in with graduation, perhaps a student or educator award?
- September release with a tie to the student resources available through the Montana State Library
- December release with a reminder of the information sources in the Legislative Snapshots that are a benefit to legislators, policy-makers and reporters

News release ideas will be submitted initially in a draft outline. When approved, the release will be written and submitted for a larger review. The final releases will be distributed by Banik (unless state guidelines preclude). Clips will be tracked through Google Alerts and a reader service.

Vinyl Mesh Outdoor Banners

During our campaign period in the Montana summer, cities and towns across the state will hold their annual festivals, community days, fairs and rodeos. An outdoor banner could help area libraries share the campaign message in the community. We have provided costs for outdoor banners size two feet high by eight feet wide. This size will fit on a fence, a table, the side of a pickup bed, or a building entryway. (The final plan will confirm the quantity and distribution for these banners, if they are included.)

The banners are one of several campaign elements for which we may be able to find donors to cover the cost. Ideally we would want at least 56 banners, and probably more. Banners are a tactic that works very effectively in rural areas where people are traveling a limited number of routes—giving outdoor displays a lot of exposure and building message frequency.

Reaching Legislators

The strategies and tactics to provide information to the members of Montana's 66th Legislative Session will be determined through research and the crafting of the marketing and PR plan. We'll take thoughtful care in the messages that are developed and how they are delivered—and from whom. In order to set aside costs for this segment of your audience, we've added several possible tactics:

- Email newsletter
- 94" x 82" portable pop-up fabric banner
- Direct mail to 150 legislators
- News release about Legislative Snapshots

Paid Media

We'll produce 30-second radio spots and 30-second video edits that will be suitable as unpaid PSAs. The radio spots may also be used for paid placement, especially in Montana's rural markets. We will request a non-profit bonus match as well.

In addition to paid radio schedules, we will look at a schedule of online placement. We will very likely recommend avoiding placement during the months leading up to the general election in November, so paid placement would occur right before the legislature convenes—it would be the culmination of previous eight months of outreach and public relations in 2018.

We can also target Montana communities and demographic segments with boosted posts from Facebook and Facebook advertising. These can be highly effective in obtaining message exposure. Banik would work with MSL and its partners to determine the ideal times and targets for boosting posts.

Reporting and Evaluation

As your communications contractor, maintaining our communication lines with you is as much a part of the job as communications for your audiences. We will provide regular contact and status updates, working to ensure that all principals are involved and have opportunity to weigh in. We will also maintain careful monthly budget updates and provide accountability at all times. Our marketing and PR plan will provide evaluation measures for both process and outcomes. We will work with you and your partners to confirm that methods of data collection are in place to capture the metrics specified in your objectives (SCOPE OF SERVICES, Background).

Work Plan

The Work Plan would be adjusted to fit the final Marketing/PR/Public Education Plan and to meet the needs of the client, its partners and the steering committee. Greater detail would be added, and frequent status updates would keep the Work Plan a relevant reference tool. The following tables divide the project tasks into major areas of focus.

PHASE I. PART A. Working Relationship and Collaboration

KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Initial meetings, discussion	MSL, Steering Committee, Banik	March
Key player, team introductions	MSL, Steering Committee, Banik	March
Confirm timeline, objectives	MSL, Steering Committee, Banik	March
Determine preferences and lines of communication; reporting and meeting schedule	MSL, Steering Committee, Banik	March
Review existing consumer research	Information provided by MSL et al for review by Banik	March
On-going partnership development	All	March - October
Other information sharing, standards and guidelines	MSL, Steering Committee, Banik	March

PHASE I. PART B. Discovery, Research and Situation Analysis

KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Review existing consumer research	Information provided by MSL et al for review by Banik	March
Key informant interviews	Banik	March
Develop stakeholder survey	Banik	
Review and approval of survey from MSL et al	MSL, Steering Committee	Early April
Collect, share and build email list of partner groups	MSL, Steering Committee, Banik	April
Collect survey responses	Banik	April
Provide survey report	Banik	April
Audience analysis and definition	Banik strategists: Randi, Stefanie	April
Situation/market analysis - barriers, strengths, weaknesses, opportunities and threats	Banik, with input from stakeholders	April



PHASE II. Concept and Message Development and Testing

KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Create draft concepts	Banik	Early April
Develop key message points	Banik	Early April
Review and comment	MSL, Steering Committee	Early to mid-April
Write and submit focus group plan for review and comment	Banik	Early April
Recruit focus group participants	Banik	Early April
Revise concepts and key messages based on client feedback	Banik	April
Hold focus group for concept and message testing, other qualitative responses	Banik	April
Provide focus group report	Banik	April
Provide refined concepts and key messages	Banik	April

PHASE III. Plan Development (for media, PR, public awareness and outreach) & Evaluation

KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Determine evaluation metrics	Banik with MSL, Steering Committee	March
Draft plan	Banik	Mid-April
Obtain comment from client	Banik, with MSL, Steering Committee, et al	Late April
Refine marketing plan	Banik	Late April
Implement plan providing ongoing status updates and adjustments as needed - includes earned and paid media	Banik	May - March '19
Final evaluation and report	Banik	March 2019

PHASE IV. PART A. Production of Materials (advertising and outreach)

KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Provide creative briefs, scripts, ad drafts, etc. for materials listed in the Marketing Plan	Banik will submit to MSL, Steering Committee, et al	Late April, Early May
Revise materials and submit for additional review	Banik	Early May
Obtain approvals from client representatives	Banik, with MSL, Steering Committee, et al	Early to Mid-May
Produce materials (video, radio, newspaper, online ads, print, web elements, bookmarks, table tents, etc.)	Banik with final approvals from MSL et al	May - June
Campaign identity materials and usage guide	Banik	May
Distribution of materials	Banik, with MSL, Montana Library Association, MAGIP, others	June
Provide online links to materials/email	Banik, with MSL, Montana Library Association, MAGIP, others	June - September
Provide all final art/production, talent or other renewal information (if applicable) for future use	Banik	February 2019

PHASE IV. PART B. Public Relations, Grassroots Awareness, Legislative Materials		
KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Develop news releases (as determined in Plan). Provide drafts for review and comment.	Banik	April, June, September, December
Develop materials for partners as determined in the Plan: talking points; presentations; interview, event and advocacy guides; newsletter articles. Submit for review and comment.	Banik	May, June
Work with MSL lobbyist and others to develop materials for legislators, policymakers. Submit for review and comment.	Banik	Per Plan, possibly June and September
Develop content and layout for email newsletters to stakeholders and legislators	Banik	Per Plan
Revise draft materials and submit for additional review as needed, until approved	Banik	Following all submissions
Obtain comments and final approvals from client representatives	Banik, with MSL, Steering Committee, et al	On-going
Distribute news releases	Banik	Per Plan
Monitor results (and report)	Banik	Per Plan
Develop and implement web elements	Banik, with MSL, Steering Committee, MAGIP	Per Plan
Develop and implement direct mail for legislators	Banik	Per Plan
Coordinate with social and paid media	Banik, with MSL, MAGIP, partners	Throughout
Final evaluation	Banik	March

PHASE V. Social Media, Content, Advertising and Promotions		
KEY ACTION STEPS	PERSONS RESPONSIBLE	TIMEFRAME
Gather existing materials and create supplemental materials (as needed) for 2018 National Library Week “Libraries Lead” including cover images, posts and crafted post for possible boosting	Banik will submit to MSL, Jennie Stapp, MAGIP, Steering Committee for review	Late March
Revise materials for National Library Week and submit for additional review if needed	Banik	Late March
Approve National materials and implement	MSL, MAGIP, Jennie Stapp, Steering Committee, partners and Banik	April 2 - 14
Collaborate on outline of social media strategies, tactics and promotions (Facebook, Twitter, Instagram at minimum)	Banik with MSL, Steering Committee, partners	March - April
Create social media editorial calendar and submit for review and comment	Banik	April
Develop posts, tweets consistent with key messaging and campaign progress and submit for review	Banik	April - May, June - July, October - November
Photo/image list plus custom photo shoot to acquire images for social networks	Banik with Steering Committee, MSL, MAGIP, Montana Library Association	April - May
Develop social media ads and posts for boosting, submit for comment and review	Banik	June, October
Provide comments and final approvals	MSL, Steering Committee	May, July, November
Implement social media tactics	All	
Monitor, evaluate and adjust	Banik, with MSL, Steering Committee	On-going
Placement of advertising and sponsored posts	Banik	Per plan
Coordinate with events, PR, paid media	Banik, with MSL, MGIP, partners	Throughout
Final social media evaluation, recommendations	Banik	March 2019

JULY		AUGUST		SEPTEMBER		OCTOBER	
1		1		1		1	
2		2		2		2	
3		3		3		3	
4		4		4		4	Partnership building (on-going)
5		5		5		5	
6		6		6	Enewsletter for Stakeholders	6	
7		7		7		7	
8		8	Social Media Promotion	8		8	Public workshops,
9		9		9		9	presentation, booths or
10		10		10	NR*(tie w/ student resources?)	10	info tables @local level
11		11		11		11	
12		12		12	Boosted Facebook Post(s)	12	
13		13		13		13	
14		14		14		14	
15		15		15		15	
16	Public workshops,	16		16		16	
17	presentation, booths or	17		17	Public workshops,	17	
18	info tables @local level	18		18	presentation, booths or	18	
19	Enewsletter for Stakeholders	19	Public workshops,	19	info tables @local level	19	
20		20	presentation, booths or	20		20	
21		21	info tables @local level	21		21	
22		22		22		22	
23		23		23		23	
24		24		24		24	
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30		30		30		30	
31		31				31	

NOVEMBER		DECEMBER		JANUARY		FEBRUARY		MARCH	
1		1		66TH MONTANA LEGISLATIVE SESSION					
2		2		Enewsletter for Stakeholders					
3		3		Event/display/other benefit for legislators					
4		4		Boosted Facebook Post(s)					
5		5		Media and social media tactics as needed					
6		6							
7		7							
8		8							
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10		10							
11		11							
12		12							
13	Enewsletter for Stakeholders	13							
14		14							
15	Direct Mail to Legislators/oth	15							
16		16							
17		17							
18		18	NR*MSL support for Leg.						
19	Paid Media Campaign	19							
20		20		Evaluation and Report					
21		21							
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RESUMES

Key Personnel

Banik is made up of professionals who each bring a unique skill set to our team. We pride ourselves in being a full-service advertising agency able to effectively execute marketing and communication initiatives. This requires us to employ professionals who offer clients a comprehensive set of skills.

The project team for this contract will consist of the following Banik employees:

- Randi Szabo will lead Banik's team as Account Manager
- Heather Burcham is Banik's Chief Operating Officer and Media Director
- Eric Heidle will lead design initiatives as Creative Director
- Kevin Eveland will work on this account as Art Director
- Stefanie Brown will serve as Social Media Manager/Account Manager
- Jaylene Swanson will assist as Production Manager

All key team members will be updated weekly on the project status and schedule. This ensures all team members are aware of what is happening with the account and execute priority projects in an efficient manner.

Banik has appointed Randi Szabo as the account manager for this contract. In her role, Randi will oversee strategy, assign and delegate tasks, manage the allocated budget, maintain positive client communications, and manage oversight of the contract team. Randi reports to and regularly updates Banik's management team comprised of COO, Heather Burcham and Creative Director, Eric Heidle. All client communication will be routed through Randi in her role as Account Manager. If Randi is unavailable, Stefanie Brown will serve as the client liaison.

Randi Szabo, Account Manager/Director of Public Relations Responsibilities

- Serve as main client contact, the liaison between the client and the project team
- Lead strategic planning, audience research and guide creative development
- Manage all project work, ensuring budgets and timelines are maintained
- Direct efforts for earned media and public relations efforts

Resume

Education

- Bachelor of Arts, Communications/Speech/Education and Psychology minor - Washington State University, Pullman, Washington
- Project Management Training

Professional Experience

Banik Communications

1990 -Current



University of Great Falls (now University of Providence)
Adjunct Public Relations Instructor

2004-Current

Affiliations, Memberships and Awards

- Public Relations Society of America
- National Association of Professional Women
- First place award (film location guide), Association of Film Commissioners International
- Numerous Addy awards for copywriting and radio

Experience

Randi has been assisting Banik clients effectively achieve their goals since 1990. Her research background in audience analysis drives strategic planning. Deep-seated understanding of the integration of traditional tools and today's technology in communications means that her contribution, like today's media landscape, continues to evolve. Her knowledge of Montana-specific audiences and understanding of public relations in both the public and private sector make her an invaluable asset.

Randi has spent her career immersed in every aspect of media communications, marketing and public relations. She's worked in radio and print journalism. She has led communications strategy and public relations efforts for countless public awareness campaigns. These include the Montana Department of Transportation traffic safety, Montana Cardiovascular Health Program stroke and heart attack campaigns, Montana Department of Labor and Industry, North Dakota Department of Transportation Occupant Protection, Distracted Driving and Native American Programs, and many other clients throughout her time at Banik. Statewide awareness campaigns have included newborn hearing screening, noxious weed, promotion of generic drugs, early child care, flu, pneumonia and diabetes awareness, and two voter campaigns for the Secretary of State. She also has an extensive background developing communications for Native American populations.

Randi has worked extensively with state employees; she completed communications audits for both the Montana University System and the Montana Department of Revenue. In addition to her expertise in earned media and media relations, she has specialized in grassroots, community outreach efforts and partnership development. This background (and an unabashed fervor for data, libraries and maps) makes her the perfect fit to consult on this contract.

Randi has 34 years of experience providing similar services.

Stefanie Brown, Social Media Manager/Account Manager
Responsibilities

- Back up Account Manager, Randi Szabo, as needed
- Strategic planning
- Oversee social media activity and draft tailored content for sharing if needed

Resume

Education

- Bachelor of Arts in Communication Studies, Carroll College, Helena, Montana
- Master of Arts in Health Communication, Emerson College in collaboration with Tufts Medical School, Boston, Massachusetts

Professional Experience

Banik Communications Social Media Manager/Account Manager	2014-Current
Benefis Health System Communications Specialist	2013-2014
National Institute for Occupational Safety and Health (NIOSH) Health Communication Specialist	2007-2013

Affiliations, Memberships and Awards

- National Association of Professional Women
- Emerson College Alumni Association of Health Communicators
- Professional publications:
 - Nov/Dec 2012. Exchange: How to Boost Flu Vaccination Rates among Employees in Your Program.
 - NIOSH [2011]. Health hazard evaluation report: knowledge, attitudes and practices regarding influenza vaccination among employees at child care centers – Ohio. *By de Perio MA, Wiegand DM, Evans SM.* Cincinnati, OH: U.S. Department of Health and Human Services, Centers for Disease Control, National Institute for Occupational Safety and Health, NIOSH HETA Report No. 2010-0025-3121.
 - 2011-2012. Journal of Community Health: Low Influenza Vaccination Rates Among Child Care Workers in the United States: Assessing Knowledge, Attitudes, and Behaviors. Vol 37, Issue 2, p. 272-281.

Experience

Stefanie has experience in client services at Banik with a focus on comprehensive marketing efforts and outreach campaigns since 2014. During her time at Banik, she has led communication strategy and social media for clients spanning several industries. As one of our account managers, Stefanie's role includes strategic planning, message development and oversight of multi-platform social media efforts. Stefanie currently manages accounts in a variety of industries including public health, higher education, agriculture, finance and healthcare. She manages social media efforts for current clients, including content development and the creation of interactive engagement campaigns.



Her related experience includes serving clients such as North Dakota Department of Transportation Impaired Driving, Teen and Distracted Driving Programs, North Dakota Stroke Public Education and Engagement Campaign, North Dakota Department of Human Services, Montana Dental Association; Montana Healthy Smiles from the Start Campaign and Montana Wheat and Barley Committee.

Prior to joining Banik, Stefanie spent over six years working for the Centers for Disease Control and Prevention (CDC) as a Health Communication Specialist for the National Institute for Occupational Safety and Health (NIOSH). She designed behavior change campaigns around worker health for businesses in every industry. Stefanie also participated in several national emergency response activities as a lead public information officer. The training and real-world experience gained while at the CDC allow her to bring a unique set of skills to our clients. Stefanie's background in audience usability and health literacy ensure that campaign messages are drafted and delivered in ways that match the audience's needs.

Stefanie has four years of experience providing similar services in an agency setting. She also has an additional seven years working in public health.

Heather Burcham, Chief Operating Officer/Media Director
Responsibilities

- Contract oversight and management of all staff
- Accounting/billing
- Media strategy and oversight of all media plans

Resume

Education

- Business Administration, Montana State University, Bozeman, Montana
- The Media School, San Diego, California
- Internet Media Training, Los Angeles, California

Professional Experience

Banik Communications 2013-Current
Chief Operating Officer

Banik Communications 2004-Current
Media Director & Buyer

Wendt Advertising 1996-2004
Media Buyer

Affiliations, Memberships and Awards

- Member of ESOP Association
- Great Falls Advertising Federation
 - 2012, Committee Chair for Public Service Campaign focusing on increasing public awareness of the Great Falls Children's Receiving Home

Experience

With over twenty years of agency experience and twelve years of management experience, Heather will be integral to this contract. Her experience working with a number of the most active and high-volume accounts in the region make her well-versed in contract oversight. Heather has handled operations and overseen contracts for numerous clients in Montana, North Dakota, and the surrounding areas. Her role requires oversight of all state contracts, making sure all work is conducted in compliance with contract guidelines and industry best practices. Her role includes maintaining all documentation, including purchase orders, vouchers and vendor payments. Heather ensures all insurance and state documentation is up to date and monitors all staffing requirements.

Heather leads our media department with vast experience in media negotiation, buying, verification and evaluation. Heather has placed media in Montana, Washington, Wyoming, Colorado, Oregon and North Dakota building relationships with media vendors throughout the region. Because of her innovative and effective media strategies, Banik enjoys a solid reputation among our media vendors for our thoroughness and efficiency in placing effective media buys.

Part of Heather's negotiating power stems from the volume of media she places for our clients annually. As our Media Director, Heather has planned and supervised placement of media for clients of all origins, sizes, and industries. Over many years, Heather has been responsible for placing large amounts of media dollars successfully for diverse state, regional and national clients such as the North Dakota Department of Transportation, Montana Department of Transportation, Montana Department of Public Health and Human Services, North Dakota Department of Labor, North Dakota Stroke System of Care Public Education and Engagement Campaign, North Dakota Department of Human Services, Taco Johns, Bresnan Communications, the Montana Lottery, Travel Montana, New West Health Care, and D.A. Davidson Companies, with budgets of up to one million dollars.

Heather has twenty-one years of experience providing similar services.

Eric Heidle, Executive Creative Director

Responsibilities

- Creative concept development and oversight of all creative department activities
- Copywriting, message development
- Photographer, videographer and commercially licensed drone operator

Resume

Education

Bachelor of Arts in Graphic Design, Montana State University, Bozeman, Montana

Professional Experience

Banik Communications 2007-Current
Executive Creative Director

Wendt Advertising 2002-2007
Associate Creative Director

Banik Communications 1997-2002
Art Director

Affiliations, Memberships and Awards

- Regional, national and international awards for his creative work including the Montana Addy's Best of Show
- Recognition of his work for Travel Montana's 2006 nationwide campaign in one of the advertising industry's most prestigious competitions with fewer than 300 entries accepted worldwide, Graphis Advertising Annual
- Work published in the following:
 - Communication Arts Magazine
 - Print Magazine
 - AdWeek's "Work" section
- Member of the Great Falls Advertising Federation
- Past President/Current Board Member of the Montana Wilderness Association
- Photography in many publications, including Backpacker magazine, Montana Outdoors, Patagonia online, the Billings Gazette, and the Great Falls Tribune

Experience

For the last twenty-five years, Eric has been creating print collateral; television and radio; online videos; social media components; and viral/guerrilla promotions. Eric is continuously working in collaboration with the account management team to ensure his concepts mesh with the overall campaign strategy and meet the needs of identified target audiences. As an experienced copywriter and creative director, Eric always considers cohesion between ad copy and creative design.

Eric has led creative executions for clients including the North Dakota Department of Transportation, Montana Department of Transportation, Montana Cardiovascular Health Program, North Dakota Department of Labor, North Dakota Aging and Disability Resource LINK, Montana Early Childhood Services Bureau, the Montana Tobacco Use Prevention Program, the Department of Public Health and

Human Services, North Dakota Stroke System of Care Public Education and Engagement Campaign, North Dakota Department of Human Services and more. His work has been regionally, nationally and internationally recognized by advertising award organizations and publications due to his diverse skill set and continual commitment to crafting materials that resonate with audiences and are tailored to meet the audience's needs.

Eric is very diverse when it comes to the things he can do for our clients. He has directed long-form video projects and TV spots, designed print and online advertising, direct mail campaigns, product packaging, logo and identity efforts, point-of-sale displays, copywriting and conducted photo shoots. He has even had a short story published in the book *Montana Noir* and recently learned he is up for an Edgar award.

Eric has 21 years of experience providing similar services.

Kevin Eveland, Art Director

Responsibilities

- Design for print and collateral materials
- Serve as one of two staff photographers
- Lead design efforts for online mediums and interactive campaigns
- Spearhead website design/content requests

Resume

Education

Montana State University, Bozeman, Montana

- Bachelor of Fine Arts, Graphic Design

Professional Experience

Banik Communications Art Director/Web Developer	2005-Present
Solheim Printing Services Graphic Designer	2003-2005
Thermal Biology Institute of MSU Graphic Designer	1999-2003

Affiliations, Memberships and Awards

- Five Montana Federation awards for design excellence
- Several Addy awards for his design work, including a Gold Addy

Experience

Kevin is an experienced designer, prepress and production artist, web designer and programmer skilled in multiple web and art production programs. For over thirteen years, Kevin has lent his artistic hand for clients of all types. His work includes design concepts, illustration, conceptual development, photography, web design and original image composition. He is skilled in advanced software

applications, imaging and digital media techniques. He also assists in concept development of projects for web-based, social and mobile media.

A talented photographer and accomplished artist, Kevin has participated in art shows throughout the state. He loves being close to home and living in Montana—which is reflected in much of his photography. Kevin has a knack for finding the beauty in an otherwise plain landscape, the most remote locations, and the smallest details located in his lens.

In Kevin’s time at Banik, he has created work for a plethora of clients. His work has helped advance state-based initiatives for clients such as the North Dakota Department of Transportation, Montana Department of Transportation, Montana Department of Revenue, Montana Department of Health and Human Services, North Dakota Stroke System of Care, North Dakota Department of Human Services and the Montana Department of Labor and Industry.

Kevin prides himself of providing world-class design services to Montana-based clients because he truly understands the value Montana people and endeavors bring not only to the area, but worldwide.

Kevin has 13 years of experience providing similar services.

Jaylene Swanson, Production Manager

Responsibilities

- Coordinate project timelines and document client meetings
- Determine specifications for creative production

Resume

Education

- Associate of Science Degree, Great Falls College, Montana State University System
- Associate of Applied Science in Respiratory Therapy, Great Falls College, Montana State University System

Professional Experience

Banik Communications 2015-Present
Production Manager

Benefis Spectrum Medical 2012-2015
Patient Coordination Specialist

Affiliations, Memberships and Awards

- Lewis and Clark Interpretive Center Member and Volunteer

Experience

Jaylene’s role as Banik’s production manager positions her to manage all project flow through the agency. Jaylene will work closely with Account Manager Randi Szabo and Creative Director Eric Heidle to

ensure all creative elements are developed to the specifications of the intended advertising medium while matching campaign objectives. Jaylene's constant contact with all departments within Banik helps work flow seamlessly and efficiently. She also assists with reporting and maintenance of required documentation.

Jaylene has worked on several of Banik's large state-based accounts including the Montana Cardiovascular Health Program, North Dakota Department of Transportation, Montana Department of Transportation, North Dakota Department of Human Services, Montana Wheat and Barley Committee along with several smaller contracts. With a strong ability to prioritize, delegate tasks, effectively communicate and foster positive working relationships, her experience provides the necessary skills needed for successful project coordination.

Jaylene's professional experience and her upbringing in Montana give her a thorough understanding of public awareness campaigns and the importance of speaking to the public in relatable and recallable ways.

Jaylene has three years of experience providing similar services.

Subcontractors

The team personnel listed above are all employees of Banik Communications. Based on the Key Deliverables listed in the RFP, Banik is able to fulfill the requested services using the key personnel listed. Although not specified in the RFP, Banik knows how essential a web presence can be to the success of a campaign. Therefore, if web development services are needed, our staff may be supplemented with the following subcontractor.

Lauri Abeyta, 114 32nd North #1, Great Falls, Montana 59401

Lauri Abeyta is a trusted subcontractor we use as needed for website work. She is a web programmer with over 14 years of experience. She is well versed in back-end programming and database organization. She exhibits a strong knowledge of front-end website design and website management. She has hands-on experience working and developing for both Macintosh Apple and Windows systems, as well as working with Linux and Windows-based servers. Lauri has been maintaining websites to client specifications for Banik using WordPress, PHP, HTML5, CSS3, JavaScript, JQuery and Ajax.

Banik understands that we bear ultimate responsibility for all outsourced work and accordingly choose our partners with care.