

Marketing and Public Relations
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For April 2011 Commission Meeting

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

Ready 2 Read – Developed and launched a survey of the librarians who received Ready 2 Read bins in April 2010. The survey measures a) what librarians found most valuable about the program; b) what libraries were able to do as a result of the Ready 2 Read program; c) what changed for their patrons as a result of the program; and d) what they would like to see next for Ready 2 Read. We will collect survey responses until May 15, 2011. Some of the survey respondents said:

I really liked the brochures because they gave important information to parents & caregivers on early literacy. I give them out at story time and books & babies and hope the parents are reading the information and incorporating things in to their literacy lives.

Although we had a small collection of board books, the bin of books was certainly a wonderful addition to our library... More to offer, and more to circulate. They circulate all the time. More and more a mom is apt to pick out a board book and then sit down with her baby/toddler and read for awhile. We have patrons who spend longer amounts of time in the library now.

The brochures were very helpful in educating our parents. I used them as invitations and reminders for story times. It was a great way to get the info into the parent's hands. They are bright, colorful, attractive, easy to read. I feel they helped raise the awareness of the library, story time, and what we do, and also helped to encourage story time participation.

The Ready 2 Read program has provided many more board books available to our very valuable little patrons. The brochures and website have been avenues to help educate and inform parents, child- care providers and schools of usable materials to promote life long literacy.

It encouraged our library to go ahead and start the baby story time. Having the training, brochures, posters, and bin of books made so readily available-got rid of all of our excuses and helped us to "just do it", and we're very happy we did. The response has been good and it's become one of my favorite times of the week.

One of our parents was a single mom and needed to find a part time job. She didn't want to leave her son at a daycare; so she was very torn. While have coffee with another mother, she talked her situation. Another mother that was attending that day also owns a local daycare and offered the young lady a job at the daycare. She was able to take her son with her to work.

Ready 2 Read has leveled the field for the parents in our community. We have many low income families in our community and they are able to bring their babies/toddlers to a free

program and interact with parents of different cultures and socio economic status. They come together as parents wanting to make a difference in the lives of their children no matter what their status is.

I also developed and launched a survey of libraries who are eligible to receive bins this year (they didn't receive a bin last year). The survey focuses on the next steps for Ready 2 Read and has been helpful in providing insight about what libraries would like to see next. Libraries who complete the survey must also complete two trainings and agree to host a program specifically for children ages 0 – 3 in order to receive a bin.

I met with First Interstate Bank and First Interstate BancSystem Foundation to discuss possible funding of the Ready 2 Read program. I had the opportunity to meet with the Foundation's executive director, their vice president of marketing, and the chairman and CEO of the bank and foundation. I am working on a grant application now and hope to submit it to FIB Foundation within the next couple of weeks.

The materials for the new bins have been ordered. The new bins will be available beginning at the Montana Library Association meeting in April.

Ready 2 Read Goes Wild! – The Montana Department of Fish, Wildlife, and Parks (FWP), in partnership with the Montana State Library (MSL) and the Montana Department of Public Health and Human Services (DPHHS) Head Start division received a small grant from the Environmental Protection Agency and the Council for Environmental Education to help support the Read 2 Read Goes Wild! program. The grant funds training and trunks for Montana's seven American Indian reservations. Training has been conducted on the Crow reservation with over 100 people from the community in attendance. Additional trainings will be scheduled over the next several months.

Montana FWP also featured the Ready 2 Read Goes Wild! program for the "Montana Outdoor Reports" series, which is distributed statewide to all television stations in Montana. The broadcast aired the week of March 9 and is available online at: http://fwp.mt.gov/education/videoLibrary/outdoorReports/video_0262.html.

Treasure Hunt for the Treasure State – The Montana State Library will again host an online scavenger hunt game during National Library Week. The scavenger hunt, called Treasure Hunt for the Treasure State, is designed to increase use of the statewide databases. There will be four categories of participation: elementary, middle school, high school, and adult public. Two prizes will be available in each category of

participation. Because we assumed elementary classes would work on this as a class, we are providing two pizza parties for the winning classes. In the remaining categories of participation, two ipods will be awarded in each category for a total of six ipods distributed. Prizes were provided using funds from our marketing budget with Gale Cengage.

Every day, the State Library will post new clues for which people must access the Gale databases to find the answers. Players must submit their answers with the database in which they found the answer.

Legislature

A new Legislative Snapshot was developed and provided to all legislators again this year, proving once again to be a tremendously popular service of the Montana State Library. This year's report is better than ever with more information, more graphics, and just more, more, more! You can view the online files here for EACH of Montana's 50 legislative districts: http://msl.mt.gov/legislative_snapshot/default.asp.

I also co-chaired the Montana Library Day event, held here at the State Library. We had more legislators come to the event than we've ever had and everything worked out well with some wonderful connections being made. We also took photos of all of the attending legislators, which proved to be very popular. Posters were made and sent to the legislator and to the legislator's library. You can view the posters and download them here: http://www.mtlib.org/Promotion_and_Advocacy/Files/readlist.html.

MSL Annual Report

The MSL Annual Report is done and available online here: http://msl.mt.gov/About_MSL/annual_report/2010/default.asp.

Natural Resource Information System (NRIS) – I am part of the committee that is developing the new "Companion" series. The Hunting Companion was launched in the Fall; we are about to launch a new Fishing Companion. I have worked with Montana Fish, Wildlife & Parks to get material for the Web site and for the marketing materials. Stacy and I assisted with locating images and also developed a poster, a bookmark, postcards, table toppers, a Web button and banner, and a series of written materials, including a customizable news release, a statewide news release, and a newsletter article libraries can download and use. These materials will all be available at MLA.

Media Request Form – A new media request form was developed and put online for staff to use. If staff wants anything for marketing purposes – from a press release to a brochure – they must complete the Media Request Form and submit it. This will, hopefully, streamline our media request process somewhat and make it easier for me to track what is coming in and what is out there.