

partnerscreative

**FINAL Comprehensive Outreach Plan – BTOP
August 31, 2011
Montana State Library**

Comprehensive Outreach Plan

Background

In today's society, Internet access is vital to a wide variety of community and individual needs. According to a recent survey by the Bill and Melinda Gates Foundation, patrons use library computers every day for:

- Social Connections
- Education
- Employment
- Health and Wellness
- e-Government
- Community Involvement
- Personal Finance

The research being conducted by the State Library via survey is indicating the top five reasons to use the public library for computers are as follows:

- Email
- News & Entertainment
- Searching for a job
- Paying Bills and Managing Finance
- Social Networking
- Completing homework

In addition, the research indicates that individuals are using library workstations because they are quieter than what they can get at home and libraries may offer increased internet speed, they are using printers because they do not have one at home and they have access to librarians for assistance.

It's safe to say that those unable to access the Internet will be left behind economically and on the educational front. And they will have an increasingly difficult time accessing important government services — from agricultural subsidy programs to Social Security to hunting licenses.

Clearly, then, there is a need for fast, convenient online access across Montana. Your goals would indicate that specific challenges, such as terminal access and speed (which lead to long wait times) are hurdles to convenient access.

The good news is you're in the process of correcting those issues by investing significantly in Internet access in libraries across the state.

Campaign Objectives

- To increase awareness of computer and Internet resources available at local libraries as well as positioning library Internet access as vital to residents and communities.
- To re-establish the important role libraries play within a community.

Target Audience

Montana residents of all ages, incomes, races, geographic location and levels of education go to the library for Internet access for one reason or another. The largest user group is 14-24 year olds who are using the Internet access for social networking, emailing and resume development. A decline in Internet use occurs with 25-44 years olds (only slight decline) and it increases again with the 45-54 year old group.

The location of where our target lives is as large as the group itself. Our target resides in our larger communities like Missoula as well as in rural communities and reservations.

Strategy

At a minimum, the campaign **MUST** raise awareness for the increased broadband speeds and the other improvements that have been made to the computer areas of the participating libraries. These improvements will re-position these libraries as a convenient and preferred option for accessing the Internet.

In addition, we believe this campaign should help libraries accomplish even more. In short, the new Internet access is an example of just how important and relevant libraries are to our communities. In fact, we believe that we can position library Internet access as transformational for our residents and communities.

By accomplishing that, we do much more than increase Internet use at the library, we affirm libraries as vital to communities, which has value beyond the computer terminal.

We'll approach this campaign as an opportunity to re-establish the important role community libraries play across the state, and by doing so we'll increase use and support for the institution as a whole.

Theme Lines

There are no true theme lines right now, however, the thematic area we're working with are centered on:

Library.Next with images of various Montanans and Montana towns, cities, etc.

Based on the information provided and research we have done on our own, we believe the following strategies will help us achieve our objectives:

1. Frame access through libraries as important to Montana communities

Show people transforming their lives through library Web access.

It's important to share stories about how Montanans use the Internet and the many ways those uses are "transformational" for them personally. For example: finding a job, connecting with a friend who lives abroad, learning about their tribal heritage/culture or simply paying their bills. We would include how the technology improvements and updates will enable more people in more Montana communities to accomplish the same transformative tasks.

Be about the future by including a generational element.

In many cases, our first experience with a library is as a child. And that experience often includes a connection with an important adult in our lives – a parent, grandparent or tear. Including cross-generational stories will help convey this and show that libraries are not only a part of our past, but are important to our future.

Leave people with the idea that progressive; connected libraries are vital to a community.

By showing libraries as relevant to individuals and to the future, the takeaway will be that libraries are important to communities as a whole. Keeping them up to date with technology and fast Internet access ensures they remain relevant.

2. Ensure great media presence

To ensure presence, our media plan will include a mix of media that will include paid and PSA placements. Traditional tactics such as TV and radio will be utilized in all of our 43 communities

via the Montana Broadcasters Association. The MBA distributes the spots to 28 television stations that reach into every county in the state. For example: KTVQ in Billings, reaches all of South West, South Central and much of Eastern Montana through a network of 73 translators. KRTV in Great Falls covers the entire Highline. KPAX in Missoula covers Missoula and the entire Flathead and North West Montana. There is not a single community that is not covered by at least one (usually several) radio and TV MBA members. Radio spots are sent to over 150 stations around the state.

Non-traditional and grass-roots efforts will compliment the traditional media and provide additional exposure to the message. Non-traditional and grassroots marketing work well in smaller rural communities and Indian reservations where communities tend to be tightly knit and easier to reach through event appearances, word-of-mouth, posters, banners, fliers, etc. However, any market no matter the size is welcome to utilize any of the ideas listed in this plan.

In addition to traditional and non-traditional media, public relations should be included in the media mix. Public Relations is the practice of managing communication between an organization and its public. Public relations provide an organization exposure to their audiences using topics of public interest and news items. The fact that the local libraries are receiving upgrades and improvements will be newsworthy due to its importance to the community. Public relations can be highly beneficial to creating awareness at a fraction of the cost because the organization (MSL or local libraries) are putting manpower behind the effort versus paid media. Any media coverage that is received through the manpower efforts is at no charge.

Here are a few public activities that might be used by either MSL or the local libraries: speaking at local events such as AARP meetings, partner membership meetings, conferences, Rotary Clubs, Kiwanis meetings, school board meetings, Chamber events, contacting and working with the local media to tour the WOW van when it is in town or visit the Library when a workshop is in progress.

3. Go social to create brand advocates online

Every library has loyal supporters, people who rely on it as a place to work, study and connect to the world. These people are very likely to advocate for the campaign by spreading the word through Facebook, email and more - particularly when they're sitting at the new computer and experiencing the new access. Traditional advertising will no doubt lead our awareness efforts, however, the media landscape includes more than just traditional vehicles. Social media such as Facebook and Twitter are taking the media world by storm. We recommend using existing library and partner Facebook pages to promote sharing. We recommend that MSL expand its mobile application capabilities so that the public can find information on which libraries provide computers, WiFi, children's computers, and ADA workstations.

4. Use the Web on Wheels (WOW) as media

One component of Montana's upgrade will be highly visible and mobile. The mobile access bus will be covering several counties across the state and should be used as an awareness tool. In addition to simply providing awareness, the mobile bus opens up opportunities for additional exposure through Public Relations. It gives us yet another angle to reach out to the media and encourage coverage at little to no cost.

The communities that receive a visit from the WOW should plan to have a press release written and distributed prior to the WOW arrival. Invite the media to tour the WOW prior to the public.

When possible the local communities should have the WOW at places within the community where people gather like: the Farmers Market, high-school sporting event, Pow Wow, State Fair to name just a few.

PartnersCreative recommends creating ways for people at these events to interact with the WOW. For example: if the WOW is at the Farmers Market you might consider having odd fruits or veggies in the van and ask people to find out its name, where it grows, etc. You might consider having a trivia contest and individuals could use the Internet access to answer the questions. The idea is to think of interesting ways to have people using the Internet and experiencing the WOW.

Lastly, the bus becomes a visual reminder to the communities it visits that the library literally brings the Internet to communities and transforms them.

Tactics and Budget

Campaign Planning & Coordination – PartnersCreative will concept all campaign materials, plan and buy all statewide media, coordinate PSA placement and distribution, create a database of newspaper reps for newspaper placement, provide account management, budget oversight, and coordination of all account activity.

Agency Time: \$22,000
Television Dubs: \$700
Radio Dubs: \$480

Outreach Plan & Presentation – PartnersCreative will prepare plan and present to committee on August 15th in Helena.

Agency Time: \$4,000

Photography – PartnersCreative will coordinate and attend a custom two-day shoot.

Agency Time: \$1,000

Media packets-Partners Creative will create a packet of printed materials to be used at the local level for marketing. This packet will include the produced printed materials such as posters, postcards, table toppers, etc, a one-sheet that provides ideas for distribution of materials, a re-cap of the local marketing and PR tactics listed in the outreach plan and a template press release for the WOW for markets receiving a visit.

Agency Time: \$1,000

Campaign Planning & Coordination

Total (Actual): \$29,180
Total (Budget): \$40,000

Design Development – PartnersCreative will provide art direction and computer production for the following printed materials. Final quantities will be determined by MSL. Printing will be handled by MSL.

- Newspaper (2)
- Double-sided table topper
- Bookmarks with NO timer
- Banners (Large exterior banner or pop-up banner stands)
- Thumb drives
- Palm cards

Total (Actual): \$4,000

Total (Budget): \$6,000

MSL may also consider the following should additional funding be available:

- Diner placemats
- Fliers
- Temporary tattoos
- Bookmarks with timers
- Posters

Mailing & Distribution – PartnersCreative will assemble and package media packets, provide labels and send via regular mail the printed materials to all partners and libraries.

Twenty libraries will receive table toppers to be placed at local restaurants, senior centers, etc (See local market tactics section for list of libraries receiving placemats)

Mailing Print Materials: \$900
Shipping TV Dubs & Radio PSAs: \$125
Total (Actual): \$1,025
Total (Budget): \$1,400

Media

Television – PartnersCreative will concept and produce two :30 spots. Montana Broadcasters Association (MBA) and PSA distribution will be utilized for an 18-month campaign. The MBA is one of the strongest ways to conduct the campaign in a cost-conscious fashion. The ability to air TV spots at a PSA-reduced rate is the most affordable option.

The MBA distributes the PSAs to all Montana TV stations. The MBA guarantees a four-time rate of return on the dollar value of the schedule placed per quarter. The quarterly report is calculated using the Run of Schedule (ROS) value of the spot, though again, the MBA guarantees that the spots will run in all day parts, thus further increasing the value. In addition, we will follow up with stations bimonthly after the initial partnership (paid) media run and encourage them to run the spots for added value time. To spur their involvement, we'll thank them for their partnership to date and talk about the good they're enabling for their community.

Media \$25,000
Broadcast Production: \$15,000
Closed-Captioning: \$240
Dub costs covered under planning budget.
Media (state-wide; no less than 18 months; must reach 80% of MT market)

Radio – PartnersCreative will write a :30 radio spot to be produced and sent out as PSAs.

Broadcast Production: \$3,000
Dub costs covered under planning budget.
Media (state-wide; no less than 18 months; must reach 80% of MT market)

Newspaper – PartnersCreative will design two to three templates to be used in rural markets.

Media (5-6 markets; 4x6 ad): \$7,800

Total PSA Production and Placement (Actual): \$51,040
Total PSA Production and Placement (Budget): \$40,000

Social Media

Microsite/Landing Page– PartnersCreative recommends creating a microsite or landing page that will serve as the promotional website for the BTOP campaign. We will utilize this website in all marketing materials and direct our audience to this location for more information and to link to their local library websites.

PartnersCreative will design and prepare templates for home page and one secondary page. MSL staff will program the website and any additional pages using the template set up by Partners.

Design Time: \$750
Programming: \$1,500

Social Media Total: \$2,250

Public Relations and Local Market Tactics

These are ideas that each individual market could do on their own or with help from the State Library office.

Media Event – PartnersCreative recommends selecting certain markets and host a media event when the bus arrives in the local market. Invite local media to tour and use the bus equipment first before open to the public for use. Media might want to cover the bus while patrons are using facilities as well.

Mobile Bus Press Release – Local libraries should write and distribute press release on mobile bus schedule and appearances in their market. Local libraries should try and have the bus appear at an event in their market where people are already gathered like fairs, rodeos, football games, farmers market, etc.

Thumb Drives – State library is considering producing thumb drives that are pre-imaged with shortcuts to popular partner resources available online, such as job searching tools and self-litigation forms and guides. These will be distributed to attendees of library-sponsored workshops.

Banners – A large banner that can be placed across the front of the library like a billboard or a pop-up banner that can be displayed at local community meetings and events. This would provide additional exposure for the message and could also be used if the library attends other local events or used in conjunction with the appearance of mobile bus.

PartnersCreative would design the banner and send file to MSL for printing. Local libraries would request a banner, if they wish, from MSL.

Fliers – State Library can produce a flier which can be made available on the state library website in both color and black/white versions for distribution by the local library to various places like schools to be sent home with kids and given to teachers, community center billboards, church bulletins, coffee shops, daycare centers, preschools and retirement communities.

Table Toppers – Small communities usually have a local diner that everyone in the community frequents every so often. PartnersCreative looked at the size of all 43 libraries and selected the smallest communities to receive the table toppers as they probably have the best chance of having a local diner or community center.

The local libraries will need to select a staff member to coordinate efforts with their local diners for placemat distribution. PartnersCreative has estimated sending the placemats in the media packets via mail to the following libraries:

- Eureka Branch Lincoln County Public Library
- Phillips County Library
- Browning Branch Library
- Butte Silver Bow Public Mall Branch
- Bridger Public Library
- Glasgow City-County Library
- Troy Branch Lincoln County Public Library
- Judith Basin County Free Library
- Sheridan County Library
- Chouteau County Library
- Rosebud County Library
- Glacier County Library
- Laurel Public Library
- Red Lodge Carnegie Library
- Fairfield/Teton Public Library
- Hearst Free Library
- Liberty County Library
- Lincoln County Library
- Ronan City Library
- Thompson-Hickman County Library

Community Calendars – Libraries should be sure that training sessions and “special” days at the library are on every community calendar within their market. These are usually free calendars and it just takes time to contact the media/organization and place the information on their calendars. Most of the time this can be done online. Example calendars include: Chamber of Commerce, newspaper and TV stations.

Chamber of Commerce/CVB- Work with local Chamber of Commerce to be included in the next Chamber newsletter, mention on the Chamber website and involvement in any relevant Chamber Event. For example: on October 11 the Missoula Chamber hosts a Fall Family Fest. The Missoula library could have a presence at this event either distributing bookmarks, handing out fliers, etc. This type of activity could be done at numerous local events.

Bring a Senior Friend to the Library – Work with a local high school for this effort and have them offer to bring a senior friend for a day at the library. The high school kids would volunteer for a couple of hours and demonstrate to the senior how to pay bills online, set up a Facebook page, research health topics, etc. This “promotion” could be done in conjunction with Montana Library day on September 14th. Invite the press to attend and use this as another opportunity to receive free publicity.

Referrals from Partner Agencies – Educate and remind partner agencies of the additional resources the library can offer their clients. For example, Job Service staff could advise job seekers to visit the library if computers are full or afterhours.

Utilize Existing Library Networks –

- External Networks: Partner agencies can promote local library events through their e-newsletters, websites, Facebook pages, etc. Local libraries should work directly with MSL to assist with distribution to partners.
- Internal Networks: Use resources within the library such as MLA, list serve & web junction.

Speaking Engagements – Establish a speaking calendar where a local staff member could get on the agendas of school boards, Rotary Clubs, Kiwanis clubs, partner events (annual membership meeting, conference, town hall meetings, etc. and provide a speech (10 minute) on what the library has to offer.

Libraries Existing Network and Distribution – MCA, Wired!, Local Friends of Library, Web Junction

Work Plan – See excel document.

Campaign Planning and Campaign Development	\$29,180
Design of Print Material	\$4,000
Mailing and Distribution	\$1,025
PSA Production and Placement	\$51,040
Social Media	\$2,250
Public Relations and Local Market Tactics	-
Grand Total	\$87,495

Key Dates

August 15: Meeting in Helena to review Comprehensive Outreach Plan

August 29: Comprehensive Outreach Plan approval provided to PartnersCreative from MSL

August 29 - September 12: Partners Creative to begin concepting and design development on tactics approved in the Outreach Plan

September 12: Present TV, radio and select print materials to Outreach Committee and MSL This can be held in Helena or via GoToMeeting.

Partners Creative will begin placing broadcast buy with MBA.

September 26: TV, radio and design approval is needed from Outreach Committee and MSL in order to begin broadcast production

October 14: Media packets containing print materials will be sent via mail to libraries

October 24: Partners Creative will send broadcast files to MBA

October 26: Partners Creative will send broadcast materials for PSA placement.

October 31: Media Start Date