



IDAHO COMMISSION FOR LIBRARIES

Library Services and Technology Act (LSTA) administered by

The Institute of Museum and Library Services

Advocacy/Marketing Interim Report

1. Date: _____
2. Grant Agreement #: _____
3. Grantee: _____
4. Prepared by: _____
5. Telephone: _____
6. Email: _____
7. Project Name: _____

Instructions:

If you have any questions about filling this out, please contact the Advocacy & Marketing Consultant at the Idaho State Library. Refer to your original grant application and complete the following:

8. Program purpose (please restate your program purpose or reword your program purpose if your service, intended audience and intended benefits have changed):

9. After receiving your message, the target audience will have a change in:

- Attitude
- Skill
- Behavior
- Knowledge

Program Model

10. Activities

What have you developed or created in preparation for your marketing campaign? What still needs to be done? Please attach any materials developed for measuring success, i.e., partnership agreements, surveys, print out of your web page, photos of materials, etc.).

Completed	Pending

11. Outputs, Indicators, Timing & Goals

Are you still on target or have some of your measures changed? Please restate or rewrite your outputs, indicators, timing and goals:

Output: What will you measure?	Indicator: What will that measure show?	Timing: When will you measured?	Goal: How many people will change?

Marketing Plan

12. What is your message?

13. Who are your partners?

14. Promotion. Fill in the activities that have been completed or scheduled. Attach copies of printed or published materials.

What	Who	When	Results
Newspaper			
▪ Articles			
▪ Editorial			
▪ PSAs/Ads			
Radio			
▪ Talk shows			
▪ PSAs			
TV			
▪ Talk shows			
▪ PSAs			
Other			
▪ Direct mail			
▪			
Publications			
▪ Flyer/brochure			
▪ Flyer/brochure			
▪ Poster			
▪ Other			
Events/Presentations			
▪			
▪			