6. Update on Marketing: Minnesota Knows: MnKnows - Dig Deeper @ Your Library and ELM: next steps

We now have a radio spot on ELM running February, March, April along with an ad banner (see below) on Minnesota Public Radio. Also, see the attached page from BadgerLink, our sister state to the East. We are in discussions with Ebsco to have the same arrangement in Minnesota.

The MPR spots are as follows. We wanted to see if we could get ‘local library’ into the message:

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Also rotate with:
Programming is supported by the Electronic Library for Minnesota at elm4 you dot org where the whole family can find full text articles in science, health, education and newspapers. Elm, number 4, you dot org or your local library.