1. Plan and implement a public awareness campaign

To generate awareness of the project, statewide media releases were distributed to 1,200 print and broadcast outlets in Oklahoma.   Collateral materials consisted of a banner stand, 1,000 postcards, 5,000 posters, and 10,000 bookmarks. Materials were distributed in white mailing tubes to 1,000 organizations and were available at the 2009 Cultural Summit Meetings and statewide conferences. To maintain a cohesive image with the national Connecting to Collections program, graphic elements for the project were aligned with those found on the Heritage Health Index Report. The Oklahoma Department of Libraries provided graphic services valued at $3,200 and a local printer produced the materials at cost. Marketing materials may be found in Appendix 1.

An added boost to the public awareness campaign came when the Oklahoma Connecting to Collections project was one of four statewide projects honored by Creative Oklahoma, Inc., an organization of government, business, education, cultural, and civic leaders who are working to transform education, commerce and culture to meet 21st century challenges. In certifying the Oklahoma Connecting to Collections campaign as a "Great Inspiration Project," Creative Oklahoma Board Chair Burns Hargis (President of Oklahoma State University) indicated the project was spotlighted because it "showcases Oklahoma's creative abilities and accomplishments and has the potential to increase the quality of life in our state."

To further promote the project, a dedicated website was developed and is available at www.culturalheritagetrust.org. During the early project development period, the website served as a central point for the public to learn about the goals and objectives of the project, provide input, volunteer, track progress, learn about regional meetings, and learn about what other states are doing to preserve cultural heritage.   There is a possibility that the website will eventually be a clearinghouse for information on the care of collections, including information for individuals who wish to gift collections or items to cultural institutions.   The University of Central Oklahoma contributed web development services equal to $5,000.