

Montana Historical Society
Publication Program

Measurable Objectives for the 2021 Biennium

Goal	Measurable Objectives	Current status of Measures
<p>To continue publication and distribution of <i>Montana The Magazine of Western History</i>, the state’s award-winning quarterly history journal and the only one of its kind, for readers throughout Montana, in all 50 states, and 17 foreign countries.</p> <p>During 2021 Biennium the <i>Montana The Magazine of Western History</i> will be celebrating 70 years of continuous publication.</p>	<p>This objective can be measured by the quarterly—Spring, Summer, Autumn, and Winter—appearance of the magazine in mailboxes and on newsstands.</p>	<p>Quarterly magazine in production stage</p>
<p>To continue operation of the Montana Historical Society Press, review 10 book-length manuscripts and proposals, edit and produce up to 3 books each year.</p>	<p>This objective can be measured by the appearance in stores of up to 3 new MHS Press books each year.</p>	<p>Reviewing manuscripts and proposals to edit and produce books</p>
<p>To capture readership of 45,000 through physical distribution of copies to MHS members, subscribers, and schools and libraries and use on JSTOR, EBSCO, and ProQuest databases</p>	<p>This objective can be measured by looking at print run, survey information, educational copies, back issue sale figures, and database analytics.</p>	<p>Distribution in progress</p>