

Communications report for May Board Meeting

Time period: April of 2024

Media appearances (TV)

04/06 Channel 3: More Than Just Books (Manlius Eclipse)
04/09 Channel 9: News (Ossie Golden award Dan Smith)
04/20 Channel 3: More Than Just Books (Salina Dominoes)
04/29 Channel 9: Bridge St (Maker Faire event: Fayetteville)

Media appearances (RADIO)

04/01 570 WSYR: Dave Allen show (Eclipse events OCPL)
04/05 Sunny 102: Rick Gary show (Eclipse events)
04/05 TK99: Gomez Morning show (Eclipse events)
04/08 93Q: Ted and Amy show (Eclipse events)
04/13 WCNY Community FM (CIO podcast)
04/27 WCNY Community FM (CIO podcast)

Media appearances (NEWSPAPER)

None

Tabling events

04/08 Eclipse Day at the MOST
04/20 Zoo tabling with survey
04/21 Everson tabling with survey
04/24 Fishstock tabling at Green Lakes State Park

Social/Facebook

- For the month of March, our reach was 52997 on Facebook
- Roughly 1324 reactions and shares of our posts
- We have over 3611 regular followers
- Patrons made 67 link clicks to media posted
- Our Demographics for the month of April:
82 % women and 18 % men
27.4% women are ages 35-45 (largest percentage)

Links to check out in April for TV

(Manlius Solar Saturday)

<https://cnycentral.com/news/local/more-than-just-books-solar-saturday-at-the-manlius-library#>

(Ossie Golden Award: Dan Smith)

<https://www.youtube.com/watch?v=ghm3GWZSLsQ>

Links for Radio/Podcast

(Galaxy Media Public Affairs)

https://soundcloud.com/for-the-record-galaxy-media-public-affairs-show/tom-walters-onondaga-county-public-libraries-4-22-24?si=95082996d87c4b98bf635450c24fe902&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing

Highlights

- Solar Eclipse events throughout the OCPL in both branches and member libraries
- We began pushing out the Strategic Plan survey over a multitude of formats
- Fantastic turnout for Green Lakes event (FishStock '24) where we joined up with Manlius and Fayetteville Libraries to promote the survey, hand out books and get information out

Upcoming

- Staff day at the Rosamond Gifford Zoo takes place on the 3rd of May.
- We are combining with WCNY for a PBS Kids table that will be held at Central for a month, and then move to other libraries for a few weeks at a time. Strictly informational products on the table of the second floor, outside the KidSpace area.
- Communications and Outreach have a tabling event at the Maker Faire at the New York State Fairgrounds. This will include staff from Central and some suburban libraries.

Help Needed

- Looking to make a purchase of a new cell phone for pictures and video, using up a lot of space on my personal phone.
- Hoping to ease some of the red tape in receiving money. Visit Syracuse wanted to make a \$500 donation to the Reading Runway, where we would purchase children's books from a local store, but there was an issue in the distribution of the money to the store.
- Down the road, we are looking to possibly purchase a portable OCPL backdrop to help with our branding. It would be used for pictures at events (Like the Ossie Golden awards) in house and out at various events (Light a Candle or tabling).

Special Events in April

Our big event for the month of April was obviously the Solar Eclipse. Unlike the eclipse a few years ago, we were not caught off-guard this year. We had an array of safety postcards, we had our very own Eclipse sticker created by DuPli printers. OCPL had a number of programs ahead of the event (from astronomers to crafts to creating an Arduino Eclipse Monitor). On April 8th, we had a number of watch parties at about half of the 30 libraries and we tabled outside the MOST with hundreds of other eclipse-watchers. Despite having weather that was not ideal, it seemed as though all the watch party crowds had a memorable time.



