

Communications report for July Board Meeting

Time period: June of 2024

Media appearances (TV)

06/01 Channel 3: More Than Just Books (Paine Music)
06/06 Channel 9: Bridge Street (Memory Cafe)
06/15 Channel 3: More Than Just Books (Maxwell Programs)
06/17 Channel 9: news (Keeping kids safe in hot weather)
06/27 Channel 9: news (Butternut Block Party)
06/29 Channel 3: More Than Just Books (Summer Reading)

Media appearances (RADIO)

06/08 WCNY Community FM (CIO Podcast; Summer Reading)
06/22 WCNY Community FM (CIO Podcast; Summer Reading)

Tabling events

(All Month) WCNY tabled at Central
06/11 Downtown Farmer's Market
06/13 Juneteenth Block Party at Dr. King School
06/13 Syracuse Mets Pride Night
06/14&15 Juneteenth event
06/18 Downtown Farmer's Market
06/22 CNY Pridefest Event
06/22 Preserve the Black Child, Inc book fair
06/25 Downtown Farmer's Market
06/27 Proud Places Block Party (White Branch)

Social/Facebook

-For the month of June, our reach was 24383 on Facebook
-Roughly 1182 reactions and shares of our posts
-We have over 3695 regular followers
-Patrons made 44 link clicks to media posted
-Our Demographics for the month of June:
82.3 % women and 17.7 % men
27.6% women are ages 35-45 (largest percentage)

Links to check out in May for TV

<https://www.localsyr.com/bridge-street/library-helping-with-memory-loss/>

<https://cnycentral.com/news/local/more-than-just-books-summer-reading-program-at-onondaga-county-public-libraries#>

Links for Radio/Podcast

<https://www.wcny.org/check-it-out-book-sales-at-libraries/>

Highlights

- In June, we focused on a number of pride events. Our staff marched in the pride parade, and we had two tables set up with books and content that were pride centric, and a storytime for the kids.
- Also, we had our first tabling event with the Mets on June 13th. We used our new button maker to let people make either baseball related buttons or pride buttons that Yona had created. We had roughly 185 people there at the table, and people took postcards about the Memory Café.
- Speaking of which, we are getting this off the ground. I was able to meet with the folks at the Pebble Hill Memory Café and convince a number of them to attend the Hazard program and the Betts program. Hazard's program was a fabulous virtual tour of old MacArthur Stadium with Cracker Jacks as a snack, and we had our guests talk about their fondest baseball memories.

Upcoming

- Met with the people from the Food Bank of CNY to plan for September's Hunger Advocacy Reading event. This will once again be done in 4 libraries, with 4 celebrity readers. We have established a relationship with the Syracuse Women's basketball team, and one of their players will be reading.
- We will be at the Farmer's Market Downtown over the next few months every Tuesday. We have added a few new wrinkles to our tabling. Each week, the market focuses on a different produce item. Val has created recipe postcards for each week that we will be there. Yona has made some very creative food related buttons for each week as well.
- WCNY has been rotating their PBS Kids table to various libraries. It started in Central for 6 weeks, then it was moved to Paine Branch in July. In August, it gets moved up to NOPL Brewerton. The table has free books and activity booklets for the kids to take.

Help Needed

- Always looking for additional options/donations to get smaller children's paperback books for the SYR Reading Runway at the airport.
- Would like to get the new board members together for a group picture after this current meeting, or the next meeting after that.

Special Events in June

Our big event for the month of June was having Rene Battelle and Kate Kisselstein on Channel 9's Bridge Street this past June to help promote our Memory Cafes at both Hazard Branch and at Betts.

A show like Bridge Street generally is geared toward viewers who are a little older, and that is the audience we were looking for in an attempt to invite people with diagnosed or undiagnosed memory issues to get out, come to the library and do some much needed socializing.



And as stated, we were all over the pride event in the inner harbor. We had over 20 participants who walked the parade, which started at Solar Street and turned down Kirkpatrick, with hundreds of people cheering on the OCPL. And with our two tents, we had a constant rotation of 6 staff members there at all times. Staff was from both branches and member libraries.

