

# Communications report for June Board Meeting

## ***Time period: May of 2024***

### ***Media appearances (TV)***

05/04 Channel 3: More Than Just Books (Liverpool Cart)  
05/18 Channel 3: More Than Just Books (OnFree Dance Classes)  
05/22 Citrus TV: Newhouse (Onondaga Nation art show at Betts)  
05/31 Channel 9 News (All of Us Bus Tour Fairmount Library)

### ***Media appearances (RADIO)***

05/11 WCNY Community FM (CIO Podcast; Julie Abbott)  
05/25 WCNY Community FM (CIO Podcast: Grant Middle Students)

### ***Media appearances (NEWSPAPER)***

None

### ***Tabling events***

05/04 Destiny USA Survey tabling  
05/04 Maker Faire tabling  
05/04 Syracuse Reads event  
05/20 Big Rig Day at Burnet Park  
05/29 Senior Living Expo at Regional Market

### ***Social/Facebook***

-For the month of May, our reach was 69507 on Facebook, up 31.2%  
-Roughly 1823 reactions and shares of our posts  
-We have over 3700 regular followers  
-Patrons made 27 link clicks to media posted  
-Our Demographics for the month of May:  
82.2 % women and 17.8 % men  
27.6% women are ages 35-45 (largest percentage)

## **Links to check out in May for TV**

<https://cnycentral.com/news/local/more-than-just-books-salsa-dancing-at-the-onondaga-free-library>

<https://cnycentral.com/news/local/more-than-just-books-the-charlie-cart-at-the-liverpool-library-for-cooking-programs>

## **Links for Radio/Podcast**

<https://www.wcny.org/check-it-out-get-excited-about-the-new-skaneateles-library/>

<https://www.wcny.org/check-it-out-two-student-guests-on-their-favorite-libraries/>

## **Highlights**

- In May, we were able to promote the Neil Gaiman event in a number of ways. The turnout for the event was one of the largest for the FOCL author series.
- The Strategic Plan survey was a success. We were able to promote it on website, our Facebook page, the county highlighted us on the ongov.net site, we table a number of different places (including a specific survey table at Destiny), did some radio PR on the Galaxy radio stations and posted flyers at the information desks at many of the libraries.
- Our podcast, Check It Out, which airs on WCNY went into some new directions. We had Legislator Julie Abbott as a guest for the first episode of May, and then we invited two 6<sup>th</sup> graders from Grant Middle School to be on with us to find out what their interests are in the libraries.

## **Upcoming**

- We will be a strong presence at the Pride Parade in June in the inner harbor. We will be walking the parade route and have tabling there for the entire day.
- We are continuing with PBS Kids table at some different libraries this summer. Paine Branch will be taking the table later in June and then in July the table will be moving up to NOPL Brewerton. It seems to be working out well, as kids are taking the free books that WCNY is providing.
- Our summer tabling events get going. On June 11<sup>th</sup>, we start up for another year at the Farmer's Market and two days later on the 13<sup>th</sup>, we will have our first Syracuse Mets tabling event for Pride night. We were once again able to get some free material from the Baseball Hall of Fame in Cooperstown, and we will be signing people up for library cards and handing out some info on the Memory Café and other OCPL events this summer.

## 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.
- If you have any ideas for guests on our WCNY podcast, you can always reach out to me. We are booked up for the summer with Summer Reading events and such, but I always welcome ideas.

## Special Events in May

Our big event for the month of May was the appearance of author Neil Gaiman. We worked closely with Kim at NOPL to try and draw in more people that might not normally attend the lecture series. One of the things that we did was to have Kim create some Spiegelman/Gaiman postcards and I dropped them off at the 5 comic book stores in town. They were all very happy to post them, and many of the owners had no idea that the author of Sandman was even in town. Maggie even got him to hold up an OCPL tote and our post to Facebook got around 1200 likes, which is one of the highest numbers for us on social media.



We also had our staff day at the Rosamond Gifford Zoo on the 3<sup>rd</sup> of May. It turned out to be extremely successful. In the morning, there was a speaker there discussing the future of AI, Monica Williams from the County had a short program discussing diversity and inclusion. And in the afternoon, we broke up the room into 4 sections. Staff could choose two sessions to sit in on. Among the topics was an introduction to Sharepoint, Digital Services for OCPL, and we got a look at all that the Makerspace at Central has to offer. It was a great bonding event for the staff. The team that organized the staff day had a genius idea in offering up T-shirts for anyone that wanted them, and as you can see by the staff photo: many people took them up on the offer.

