

Communications report for April Board Meeting

Time period: March of 2024

Media appearances (TV)

03/09 Channel 3: More Than Just Books (Maker Space)
03/12 NCC News at Newhouse (Homeless Art Display)
03/16 Channel 9 St Patrick's Day Parade
03/20 Channel 9: news (Meteorologist talks Eclipse)
03/23 Channel 3: More Than Just Books (Eclipse)

Media appearances (RADIO)

03/02 WCNY FM: Check it Out podcast (DeWitt)
03/16 WCNY FM: Check it Out podcast (Frank Cammuso)
03/30 WCNY FM: Check it Out podcast (Eclipse/MOST)

Media appearances (NEWSPAPER)

03/27 Explore CNY Magazine (Solar Viewing issue)

Media appearances (ONLINE)

03/05 Visit Syracuse website: pre-eclipse page

Tabling events

03/25 March Into Reading at ITC school

Social/Facebook

- For the month of March, our reach was 55679 on Facebook
- Roughly 2502 reactions and shares of our posts
- We have over 3611 regular followers
- Patrons made 71 link clicks to media posted
- Our Demographics for the month of March:
82.1 % women and 17.9 % men
27.5% women are ages 35-45 (largest percentage)

Links to check out in March for TV (Makerspace at Central)

<https://cnycentral.com/news/local/more-than-just-books-makerspace-at-the-central-library-for-music-and-art>

(Eclipse events across OCPL)

<https://cnycentral.com/news/local/more-than-just-books-how-you-can-enjoy-the-total-eclipse-with-local-libraries>

Links for Radio/Podcast (WCNY Check It Out podcast)

<https://www.wcny.org/check-it-out-how-a-graphic-novel-author-gets-his-ideas/>

Highlights

- Creation of Safety Postcards for the Solar Eclipse to be distributed to all 30 libraries. We then received a request from the CE's office for 200 additional safety cards that were to be placed on a number of floors of the Civic Center
- Creation and distribution of OCPL Solar Eclipse stickers, given out to each library
- Val and Yona visited a number of city branches to reorganize signage in an effort to give a more uniform look, discuss signage guidelines and conduct site audits

Upcoming

- Joint event with City of Syracuse for Earth Day Clean Up event on April 20th at White Branch
- Collaboration with Outreach and Administration for distribution of community survey
- Big tabling event at Green Lakes State Park on April 24th; roughly 1200 visitors for Fishstock

Help Needed

- Looking into purchase of either new tabling event tents or at the very least new carrying cases for the tents, as some of the cases are badly damaged
- Communications wanting to purchase new shelving or hutch to store various printed materials to clean up the area around our department
- Considering looking into getting a retractable OCPL banner, possibly one for the Reading Runway to be placed at the airport

Special Events in March

Our big event for the month of March was our appearance at the St. Patrick's Day parade on March 16th. We had roughly 22 people marching this year, and were able to hand out over 1000 OCPL bookmarks to the kids lining Salina Street. The good weather made for a massive crowd that day. Everyone had a great time, as this was our second year in a row to engage with the community. We are planning on increasing our number of bookmarks to hand out, as we ran out just as we got past the Landmark Theater. (photos below)



