

# Communications report for December Board Meeting

## ***Time period: November of 2024***

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

11/04 Channel 9 news (live at Central for Election prep)  
11/05 Channel 9 news (live at Hazard for Election Day)  
11/09 CNY Central: More Than Just Books (Marcellus ASL)  
11/17 CNY Central news (Beauchamp closing for upgrades)  
11/23 CNY Central: More Than Just Books (DeWitt Green Roof)

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

11/09 WCNY Community FM: Check It Out (Solvay)  
11/23 WCNY Community FM: Check It Out (Thanksgiving stuff)

### ***Newspaper/Print/Web articles***

11/01 Table Hopping Magazine (OCPL and DeWitt)  
11/15 CNY Central web (Beauchamp closing for upgrades)  
11/15 OCRRA Newsletter (article about the Costume Closet)

### ***Tabling events***

(All Month) WCNY tabled Solvay Library  
11/03 Wings for All (Airport Autism event)

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

-For the month of November, our reach was 12329 on Facebook  
-Roughly 1023 reactions and shares of our posts  
-We have over 3797 regular followers  
-Patrons made 123 link clicks to media posted  
-Our Demographics for the month of November:  
82.5 % women and 17.5 % men  
27.8% women are ages 35-45 (largest percentage)

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

CNY Central/MTJB at Marcellus for their Sign Language Classes  
<https://cnycentral.com/news/local/more-than-just-books-free-asl-classes-at-marcellus-free-library>

CNY Central/MTJB at DeWitt to highlight their green roof

<https://cnycentral.com/news/local/more-than-just-books-green-roof-in-jamesville-slashes-energy-bills>

## **Links for Radio/Podcast**

WCNY Community FM podcast Check It Out on Thanksgiving activities

<https://www.wcny.org/check-it-out-thankful-for-free-library-activities/>

## **November Top 3**

-We took part in an event at the Airport called Wings for All. The program invites families of autistic children to visit the airport and go through the process of taking a pretend flight. The families check in, go through TSA screening, go to their United Airlines gate, and get on the plane. The plane goes up the runway and back, to simulate an actual flight on the plane. We met with the family members at the gate to hand out books for the kids to read and relax the kids by giving them a chance to use the button maker.

-Communications worked with a number of media outlets to show that we were a location for those who were voting in the 2024 election. We provided stations with access to our libraries like Beauchamp, who was the only library that was active for early voting. We also were a background for live hits at Central Library and Hazard Branch.

-We were able to do some promotion on the ASL programs at Marcellus Free and we got some rare access to the Green Roof at the DeWitt Library. These were two of our segments that appeared on CNY Central's segment, More Than Just Books.

## **Upcoming**

-We are starting to ramp up our push for the Literacy Day with the Syracuse Crunch. We will be on site this coming January 20<sup>th</sup> to promote literacy, and we have invited the following groups to table alongside us: Literacy CNY, Book Buddies, the Literacy Coalition and the Early Childhood Alliance. We will have raffle prizes, we will collect books for the Reading Runway, one youth patron will drop the first puck and there will even be a Zamboni ride for one lucky winner. We will be handing out books as well and signing people up for library cards.

-OCPL communications is making a push to show the community how much we do to give back to others during the holidays. We aired a segment on CNY Central to show where people can make various clothing, food and other donations at libraries. Yona and Val created a landing page on our website to show people where to drop things off. We also promoted OCPL's giving side on 93Q and we got the hosts to chat about it on Bridge Street.

-We were able to acquire a new tent for outreach events and some working covers for the existing tents. We had a few covers that were broken and needed to get some new ones in the system. Another purchase was a few tablecloths to use for tabling events out in the community.

## 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 all 4 new board members together for a group picture

## November Highlight of the Month

You were able to see a whole host of people from OCPL at the NYLA conference in early November. Special thanks to Meg Van Patten and the people who worked the tables up front for helping the many out-of-towners discover great places to eat and fun things to do while they were in town for the conference. We had speakers like Scott Lipkowitz from Onondaga Free, who spoke about his Arduino Eclipse Monitor that he and patrons built for the eclipse back in April. Maggie Foster held a Witness to Injustice program. There were also seminars held at the Central Library throughout the latter half of the week, and we had people from all over OCPL wandering the OnCenter. It was a fascinating and successful week.





