

# Communications Report for February Board Meeting

**Time period: January of 2024**

## **TV**

01/11 Channel 9: Bridge Street (OCPL Day with the Crunch)  
01/13 Channel 3: More Than Just Books (Braille STAR lab at Central)  
01/15 Channel 9: News (OCPL day with the Crunch)  
01/15 Spectrum News (OCPL Day with the Crunch)  
01/26 Channel 3: News (EITC awareness day: Beauchamp)  
01/26 Channel 9: News (EITC awareness day: Beauchamp)  
01/26 Channel 9: News (Braille Literacy Month)  
01/27 Channel 3: More Than Just Books (Solvay Children's)

## **Radio**

01/06 WCNY Community FM Check It Out (Hockey and Libraries)  
01/12 ESPN Radio: Orange Nation (OCPL Day Crunch Hockey)  
01/20 WCNY Community FM: Check It Out (Recap)  
01/29 WAER: News (EITC awareness day: Beauchamp)

## **Newspapers**

01/02 Dane Dell article in Syracuse University Newsletter

## **Special Events/Online Tabling**

01/02 CNY Central website (OCPL gets first place for window contest)  
01/26 Peace, Inc Facebook page for EITC awareness day (Beauchamp)

## **Tabling**

01/15 Syracuse Crunch table at War Memorial  
01/20 MOST table event with Beauchamp (Winter Wonderland)  
01/30 Reading Runway event with Fairmount storytime

## **Social/Facebook**

- For the month of January, our reach was 35475 on Facebook
- Roughly 1600 reactions and shares of our posts
- We have over 3500 regular followers
- Patrons made 90 link clicks to media posted
- Our Demographics for the month of January:  
81.9% women and 18.1 % men  
27.5% women are ages 35-45 (largest percentage)

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

<https://www.localsyr.com/bridge-street/syracuse-crunch-supporting-onondaga-county-libraries/>

## **For Radio/Podcast- Public Affairs segment on all Galaxy radio stations**

<https://www.wcny.org/check-it-out-library-hockey-recap/>

## **Special Events in January**

January 15<sup>th</sup> was a great day for the OCPL and the Syracuse Crunch. We held our second annual OCPL Literacy Day, and it was a huge success. We were able to meet up with over 480 young patrons, hand out books, raffle prizes and sign kids up for library cards. Elbridge library patron Harry Westby, who dropped the ceremonial first puck. And we were able to make the day for three families, as the Crunch donated a private suite to us. We chose some well-deserved families from Hazard Branch, Solvay Library and East Syracuse Library.



And to end the month, Fairmount Library was invited out for their second annual SYR Reading Runway Storytime at Hancock Airport. We had roughly 30 kids in attendance. There were “in-flight snacks” and “in-flight entertainment” (books provided to all that were there). A Lt Colonel working out at the 174<sup>th</sup> wing read a flight book to the kids, and it was an amazing collaborative effort between the libraries and the airport.

