

# **Communications list of events for January Board Meeting**

**Time period: December of 2023**

## **TV**

12/02 Channel 3: MTJB (Paper crafting at Onondaga Free)  
12/16 Channel 3: MTJB (Community Art with the Airport)  
12/26 Channel 3: News (Brewerton Tree Angel)  
12/30 Channel 3: MTJB (Live music at the libraries)

## **Radio**

12/03 Galaxy radio stations: Public affairs segment (On the Record)  
12/09 WCNY-FM: Check it Out podcast (Holiday events at OCPL)  
12/23 WCNY-FM: Check it Out podcast (More holiday events/Hockey preview)

## **Newspapers**

None for December

## **Special Events**

12/08 CLRC Legislative Breakfast at Westhill High School  
12/16 Social Dance with Haudenosaunee at Central Library

## **Social/Facebook**

- For the month of December, our reach was 14997 on Facebook
- Roughly 1300 reactions and shares of our posts
- We have 3400 regular followers
- Patrons made 102 link clicks to media posted
- Our Demographics for the month of December:  
81.9% women and 18.1 % men  
27.5% women are ages 35-45 (largest percentage)

Links to check out in December

For TV- Brewerton Tree Angel and Community Art with Airport

<https://cnycentral.com/news/local/the-mitten-tree-miracle-a-north-syracuse-womans-legacy-lives-on>

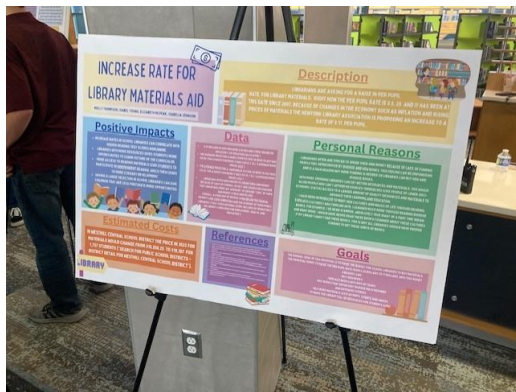
<https://cnycentral.com/news/local/more-than-just-books-art-display-and-syr-reading-runway-at-the-syracuse-airport#>

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

<https://soundcloud.com/for-the-record-galaxy-media-public-affairs-show/ocpl-check-in-with-tom-walters-12-3-23>

## Special Events in December

There were a trio of interesting events in the month of December. First was our Legislative Breakfast at the Westhill High School library on Dec 8<sup>th</sup>. Besides conversing with politicians like Assemblyman Stirpe and a representative with Governor Hochul, we were introduced to the students from the AP Government group at Westhill High School, who had a multimedia display dealing with legislative priorities for school libraries. It was an engaging group of 21 students who worked for 3 weeks on the project.



Our second event was the Social Dance at Central Library on Dec 16<sup>th</sup>. This was the culmination of Witness to Injustice program over the course of 2023. The dance on the 16<sup>th</sup> brought in examples of Native American artwork, Fry Bread for everyone to enjoy, and the Haudenosaunee singers and dancers performed for the audience of 60-65 people in the community room.



Finally, OCPL dominated the downtown landscape with our Window Wonderland display on our front window (still up, if you want to look at it). This was part of the 8<sup>th</sup> annual contest put on by the Downtown Committee of Syracuse. People voted on the best window display from 35 downtown businesses. Our incredible artists from Soule Branch, Amy Bader and Evan Milholland, created a window based on the book Narnia. Over 6000 people voted, and OCPL's window took first place. More than 800 people voted for our window, beating the second-place business by over 200 votes.

