

Communications report for March Board Meeting

Time period: February of 2024

TV

- 02/03 Channel 9: news (Fairmount Library reopening)
- 02/09 Channel 9: news (Baldwinsville Library boat launch)
- 02/10 Channel 3: More Than Just Books (Fairmount renovations)
- 02/19 Channel 9: Bridge Street (Mid-Winter events)
- 02/22 Channel 3: news (Taylor Swift Dance Party)
- 02/24 Channel 3: More Than Just Books (Quilting at Beauchamp)

RADIO

- 02/03 WCNY FM: Check it Out podcast (Solvay Library)
- 02/16 93Q Ted & Amy (Mid-winter break preview)
- 02/17 WCNY FM: Check it Out podcast (Mid-Winter Break)
- 02/20 Sunny 102: Rick Gary show (Mid-Winter Break)

NEWSPAPER

- 02/12 Baldwinsville Messenger (Boat Launch for Annal girls)

TABLING EVENTS

- 02/10 Everson (Free Community Day)
- 02/15 Fowler High School (Black History Celebration)
- 02/20 Flamingo Bowl (Bowling for Books)
- 02/21 Spill the Tea (Board game day)

SOCIAL/FACEBOOK

- For the month of February, our reach was 60545 on Facebook
- Roughly 1531 reactions and shares of our posts
- We have over 3543 regular followers
- Patrons made 102 link clicks to media posted
- Our Demographics for the month of January:
82 % women and 18 % men
27.4% women are ages 35-45 (largest percentage)

Links to check out in February for TV

<https://cnycentral.com/news/local/fans-of-taylor-swift-take-over-solvay-public-library#>

For Radio/Podcast- Winter break events on 93Q with Ted and Amy

<https://omny.fm/shows/93-q/library-news>

Special Events in February

We tried out a new winter break event for the kids. We teamed up with Flamingo Bowl in Liverpool and kids from all over Onondaga County took part in Bowling for Books. We set up a table and brought kids over to the alley for one free frame. A strike got them a free book. If they got a spare, they received a comic. And we were able to sign some kids (and an employee from the bowling alley) up for a library card. Over 100 people showed up for the event which was from 11am-2pm.

