

Date: December 6, 2023  
To: Port Colborne Public Library Board  
From: Rachel Tkachuk, Librarian  
Subject: Public Relations Report

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**Recommendation:**

That the Port Colborne Public Library Board receives the Public Relations Report for information purposes.

**Public Relations Report Items**

**1. Pop-Up Library and Outreach:**

- St. Therese School: Grade 1/2 - October 17, 2023 – 20 students
- St. Therese School: Grade 2/3 - October 17, 2023 – 20 students
- St. Therese School: Grade 3/4 - October 17, 2023 – 20 students
- Northland Pointe: November 14, 2023 – 16 participants



**2. Class Visits**

Wednesday mornings in October, six classes from DeWitt Carter and Steele St. elementary schools attended class visits at the library. Students received an orientation and discussion with a librarian, story time, and an opportunity to browse and check-out books. Class visits will continue on Wednesdays until May.

- DeWitt Carter: October 4, 2023 – 31 students
- Steele Street: October 18, 2023 – 18 students
- Steele Street: October 25, 2023 – 23 students
- DeWitt Carter: November 1, 2023 – 22 students
- Steele Street: November 22, 2023 – 18 students
- Steele Street: November 29, 2023 – 17 students

### 3. Programming

- **P.D. Day: Pixel Art Challenge**

On October 6 and November 24, 2023, staff ran a Pixel Art Challenge as a P.D. Day activity for children. Participants competed in timed challenges and created their own designs. The activity books used for this program were donated by the Port Colborne Optimist Club, and children kept the book at the end of the session. Both sessions sold out.



- **Tot Time**

Children enjoyed stories, activities, and a craft with a caregiver. Four Tot Time sessions were held weekly in October with a total of 26 participants. Five sessions were offered in November.



- **Baby Time**

The sessions included songs, stories, and discussions for families. Five Baby Time sessions were offered weekly in October with a total of 54 participants. Four sessions were offered in November. Due to increasing popularity, a second session of Baby Time will be added in 2024.

- **Story Time with Shelly**

On Saturdays in October and November, Story Time with Shelly ran in the Children's Room from 10:30 – 11:30 a.m. Shelly read a variety of picture books while children listened and did crafts.

- **Adult Painting Class with Kyla**

On Thursday, October 12, 2023, the library offered two sessions of an adult acrylic painting class called *Walk of the Witch* were. On Thursday, November 23, 2023, the library offered two sessions on an adult acrylic painting class called *One Fall Day*. This program continues to grow in popularity with most sessions selling out.



- **Documentary Films**

On Monday, October 30, 2023, the library screened the documentary film: *The Poisoner's Handbook: Killer Chemistry* (2014, 120 min.) On Monday, November 30, 2023, two documentary films were screened: *Aces: A Story of the*

*First Air War* (1993, 93 min.) and *John McCrae's War, In Flanders Fields* (1998, 46).

In 2024, films and promotional material featured in the Documentary Film Program will be provided for free by the National Film Board of Canada.



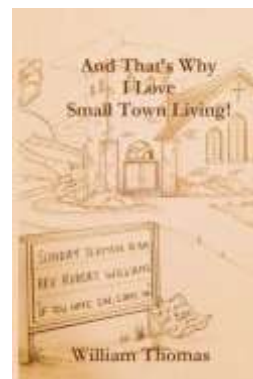
- **Local Author Book Talk: Brenda Lanigan**

On Wednesday, October 11, 2023 local author Brenda Lanigan presented a book talk at the L.R. Wilson Archives featuring her new book release *365 Possibilities for Life*.

- **An Afternoon with William Thomas**

On Saturday, October 28, 2023, the library presented a special event with local author William Thomas. The presentation included the launch of a recommended reading program called Bill's Best Reads, a guided tour of the Canadian Authors Series photography collection, and an introduction of William Thomas' new book: *And That's Why I Love Small Town Living*. 42 participants attended the presentation.

An intimate book signing was held on Wednesday, November 15, 2023 at the L.R. Wilson Archives. 26 participants attended the booking signing.



- **Adam Shoalts Book Launch & Talk: *Where the Falcon Flies***

On Sunday, November 12, 2023, the Port Colborne Public Library and Port Colborne Historical and Marine Museum presented an evening with Canadian author Adam Shoalts. The presentation was held at the Roselawn Centre with 205 people in attendance. The event was a fundraiser with all proceeds going to the Library and Museum.

#### 4. Passive Programming

- **Scavenger Hunts**

Scavenger hunts are available daily in the Children's Room with a different theme each week. Children reported how many scavenger hunt items they found to receive a small prize. In October, there were 5 scavenger hunts with over 192

participants. In November, 4 scavenger hunts were offered.

- **Take and Makes**

Take and Make Craft kits were available weekly for children in October and November. 20 kits were made each week and were available while supplies lasted. The Take and Make kits included: Remembrance Day Poppies, Silly Spiders, Chilly Penguins, and Snowmen. All Take and Make kits sold out.

- **Colouring Sheets**

Every month, three colouring sheets are available for free in the Children's Room. In October, 220 participated in the activity.

- **Design Our Bookmark Contest**

In October, the theme for the monthly bookmark contest was: My (Dream) Pet. The winning bookmark submissions for October was Ruby, who drew a picture of her pet fish, Maggie. Ruby received a small prize package and her bookmark was handed out to all patrons at checkout.

All bookmark submissions were on display in the Children's Room throughout the month.

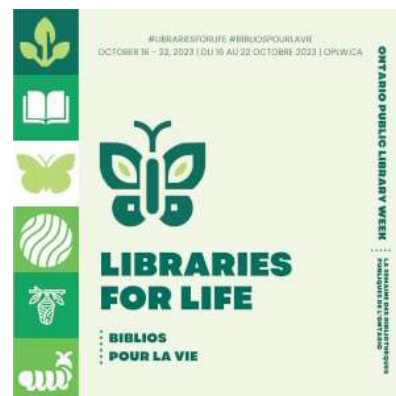


In November, the Bookmark Contest theme was, "Holiday Tradition."

## 5. Canadian Library Month

Every October, libraries and library partners across Canada raise awareness of the valuable role libraries play in Canadians' lives.

The 2023 theme was: Libraries for Life! This year, Canadian Library Month was celebrated with three patron contests: *Tell Us Why You Love Your Library*, *Sign Up (Your Friend) for a Library Card*, and a *Spooky Story Contest* for all ages.



Tell Us Why You Love Your Library: 40 entries  
Sign Up (Your Friend) for a Library Card: 91 new cards  
Spooky Story Contest: 141 entries



Three winners were announced for the Spooky Story Contest (Children's, Teen, Adult). All of submissions will be compiled into a library book that will be catalogued and available for patrons.

#### 6. Survey Week, October 16 – 21, 2023

Each year, libraries across Ontario are asked by the Ministry of Heritage, Sport, Tourism and Culture to perform a Typical Week (also known as Survey Week). Information is collected during a week without a statutory holiday in October, November, or early December. The survey is conducted at each service point within a library system. Port Colborne Public Library conducted Survey Week during the week of October 16 – 21, 2023. Final reports will be compiled and submitted before December 31, 2023.

#### 7. Big Library Read, Nov. 2 – 16, 2023

For two weeks in November, Libby, by Overdrive hosted a free online Book Club called: Big Library Read. Libby users across Ontario were given unrestricted access to the book club title: *Artie and the Wolf Moon* by Olivia Stephens. Port Colborne cardholders were invited to participate in the digital book club via the newsletter and social media.



#### 8. One Book, One Niagara

In March 2023, Regional Niagara Libraries hosted the first One Book, One Niagara event at Brock University. The 2023 selected title for Niagara libraries was: *Care Of: Letters, Connections, and Cures* by Ivan Coyote.



One Book initiatives aim to connect their community members through the shared experience of reading. Sometimes called One Book, One Community, this program supports reading and celebrates books and writing. A One Book event traditionally involves encouraging community members to read the same book while providing a space to discuss their thoughts and feelings. Often there will be a culminating event with the opportunity to meet the author of the featured book.

The Niagara One Book Planning Committee has started meeting and begun working on the 2024 One Book, One Niagara event. More details will be announced shortly.

**9. City of Port Colborne's Touch-a-Truck & Fire Prevention Kick-Off Open House**

On September 21, 2023, the City of Port Colborne and Port Colborne Fire and Emergency Services hosted its annual Touch-a-Truck and Fire Prevention Kick-Off Open House. Library staff offered a colouring activity at the event. Children were asked to draw a picture of their favourite truck from the event and to write a sentence about what they enjoyed most.

Drawings were collected and bound into a book. This book was added to the Port Colborne Public Library's collection. As of October 23, 2023, patrons were able to check the book out from the library. Additional copies of the book were produced and given to the Touch-a-Truck departmental and community partners. A digital version of the book was shared with City departments and Port Fire.

**10. Art in the Atrium Showcase: Port Colborne High School & Port Colborne Historical and Marine Museum**

From September 21 until October 31, 2023, the Art in the Atrium featured the Visual Arts Students from Port Colborne High School to celebrate 100 years.

During November, the Port Colborne Historical and Marine Museum displayed its "Stitches in Time" embroidery project. The exhibition featured embroidery based on local heritage images from the archive collection. Each piece was completed by a community member or volunteers.



### 11. Community Connect

Partnerships with local community support agencies expanded into October and November. On various dates throughout the fall, community partners booked the library table to promote their programs and services:

Oct. 2 & Nov. 30, 2023

Bridges CHC – Speak to a Registered Dietician & Diabetes Educator



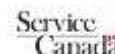
Oct. 3, 10, 17, 24 & 31, Nov. 7, 14, 21 & 28, 2023

PC Works - Resume Refresh



Oct. 4 & Nov. 29, 2023

Ontario Senior's Dental Care Program



Oct. 18 & Nov. 15, 2023

Service Canada



Oct. 20 & Nov. 13, 2023

Birchway Niagara

Oct. 27 & Nov. 17, 2023

Niagara Parents – Triple P Seminars



Oct. 30 & Nov. 30, 2023

Bridges CHC – Programs and Services



Nov. 4, 2023

PFLAG Niagara