

Date: March 6, 2024
To: Port Colborne Public Library Board
From: Hannah Madsen
Subject: Public Relations Report

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:

Pop-Up Library



- Northland Pointe – February 13, 2024 – 14 participants
- Class Visit – Dewitt Carter – February 7, 2024
- Class Visit – Steele St – February 21, 2024
- Class Visit – Steele St – February 28, 2024

2. Programming

- Tot Time
Children enjoyed stories, activities, and a craft with a caregiver. Three Tot Time sessions were offered in February.
- Baby Time
The sessions included songs, stories, and discussions for families. Two Baby Time sessions were offered in February.



- Story Time with Shelly
On Saturdays in February, Story Time with Shelly ran in the Children's Room from 10:30 – 11:30 a.m. Shelly read a variety of picture books to families.
- Adult Chess Club
Adult Chess Club started weekly sessions beginning Monday, January 15, 2024. The program included a series of chess workshops for beginner and experienced players, and was volunteer-run.
- Documentary Films
On Monday, February 26, 2024, there was a screening and discussion of the documentary film John Ware Reclaimed (2020, 72 min). The documentary, which explores anti-Black racism, was part of our celebration of Black History Month.



In 2024, our Documentary Film Program is presented in partnership with the National Film Board of Canada.



3. Passive Programming

- Scavenger Hunts
Daily scavenger hunts were 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 February, there were 4 scavenger hunts with over 150 participants.
- Colouring Sheets
Every month, three colouring sheets are available for free in the Children's Room. In February, over 80 participated in the activity.

- **Design Our Bookmark Contest**

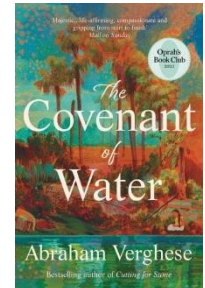
In January, the theme for the monthly bookmark contest was: Family Fun. The winning bookmark submission for January was designed by Piper, who drew a picture of her family camping. Piper received a small prize package and her bookmark was handed out to all patrons at checkout.

All bookmark submissions were on display in the Children's Room throughout the month. In February, the Bookmark Contest theme was "My Favourite Book."



4. Bill's Best Reads with William Thomas

Each month, we feature a different book hand-selected by local author William Thomas. Patrons are invited to participate by reading the month's selection. The February selection was *The Covenant of Water* by Abraham Verghese.



5. Art in the Atrium Showcase:

Acrylic Paintings by Kyla Harriettha

During January and February 2024, the Art in the Atrium showcase featured Kyla's paintings from the 2023 Adult Paint Class with Kyla program.

6. Black History Month

February was Black History Month. The 2024 theme was "Black Excellence: A Heritage to Celebrate; a Future to Build." The library celebrated Black History Month with a physical and digital book display, social media posts, and a documentary film screening.

7. Freedom to Read Week

Freedom to Read Week was February 18 – 24. The library celebrated Freedom to Read Week with a physical and digital book display, and through social media posts. Patrons were encouraged to check out a frequently banned or challenged book.



8. Community Connect

On various dates in February, community partners booked a library table to promote their programs and services:

Feb. 7, 2024 – Bridges - Ontario Senior's Dental Care Program

Feb 10, 2024 – PFLAG Niagara – Programs and Services

Feb 14, 2024 – Service Canada – Programs and Services

Feb 14, 2024 – NTEC – Programs and Services

Feb. 15, 2024 – Birchway Niagara – Programs and Services

Feb. 26, 2024 – Bridges – Speak with a Registered Dietician

Feb. 28, 2024 – Bridges – Programs and Services

