

Date: September 4, 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

- Port Colborne Farmer's Market – July 19, 2024
- Northland Pointe – August 13, 2024
- Port Colborne Farmer's Market – August 16, 2024



Stories Under the Sails

On Saturday, August 3, 2024 library volunteer Shelly popped up on the museum grounds for a special Canal Days story time.

2. Programming

- Baby Time
Baby Time sessions included songs, stories, and discussions for families. Five Baby Time sessions were offered in July and August.
- Story Time with Shelly
On Saturdays in July and August, 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.



- Lego Club

Seven Lego Club sessions were offered on Mondays in July and August. Children were encouraged to complete challenges or to use their imaginations to build something new.



- Dungeons & Dragons

Two Dungeons & Dragons sessions were held this summer as part of the ongoing campaign. Six teens attended each session.

- Teen Board Game Night

Teens were invited to the library on Thursday, July 25 and August 22, 2024 for a drop-in board game night.

- Documentary Films

On Monday, July 29, 2024, there was a screening and discussion of the documentary film **Sovereign Soil** (2019, 91 min.). The documentary, which is an ode to the beauty of the ferocious, remote land of the sub-Arctic Yukon, was part of the library's Canada Day celebrations.



On Monday, August 26, 2024, there was a screening and discussion of the documentary film **Stateless** (2020, 90 min.) The film explores the complex history and present-day politics of Haiti and the Dominican Republic.



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

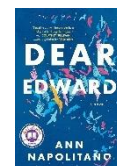


- Port Colborne Public Library Book Club

In July, the PCPL Book Club read **Sparks Like Stars** by Nadia Hashimi and met on Monday, July 8, 2024, to discuss the book.



In August, the Book Club read **Dear Edward** by Ann Napolitano and met on Monday, August 12, 2024 to discuss the book. The Book Club has nine members.

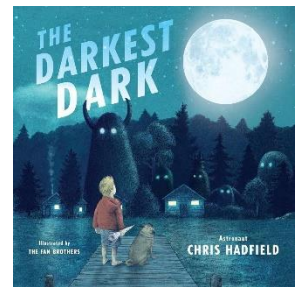


- Adult Chess Club
Adult Chess Club had weekly sessions on Mondays in July and August. The program included a series of chess workshops for beginner and experienced players and was volunteer-run.

3. Summer Programs

- Tomatosphere
Children participated in a multi-session experiment to grow tomato seeds that had been to space. Sponsored by Let's Talk Science.

- Bilingual StoryWalk®
During July and August, TD Summer Reading Club provided licensing for a bilingual StoryWalk® called The Darkest Dark by Chris Hadfield. The StoryWalk® was installed along the King St walkway for families to read while at the library. Approximately 280 people participated in the StoryWalk®.



- Take and Makes
Free Take and Make craft kits were available each Monday during the summer. Fifty kits were handed out each week, for a total of 400 kits picked up.

- Other Summer Programs
Staff ran the following summer programs: Craft Carts, Mission Control with Botley, Musical Story Time, Space Rocks!, Rocketship Bookmark, Alien Friends Story Time, Starry Mosaics, Button Makerspaces, Out of this World Perler Beads, Outer Space Green Screen, Family Movie: What Shines Up There? (sponsored by the NFB), Rocketship Story Time, and Cosmic Story Time.



4. Passive Programming

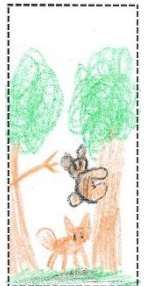
- Scavenger Hunts
Daily scavenger hunts were available daily in the Children's Room with a different theme each week. Children reported how many scavenger hunt items they found to receive a small prize. In July and August, there were nine scavenger hunts with over 350 participants.
- Colouring Sheets
Every month, three colouring sheets are available for free in the Children's Room. In July and August, over 400 participated in the activity.
- Design Our Bookmark Contest
In June, the theme for the monthly bookmark contest was "Forest Friends". The winning bookmark submission for June was designed by Adam, who drew a fox and a bear in the forest.

In July, the theme was "Summer Vacation". The winning July submission was designed by Avery, who drew summer at the lake with a pelican silhouette.

Adam and Avery each received a small prize package and their bookmarks were handed out to all patrons at checkout.

All bookmark submissions were on display in the Children's Room throughout the summer. In August, the Bookmark Contest theme was "It's a Zoo Out There."

- Library of Things
On Fridays during the summer, three Library of Things stations were set up throughout the library. Families were invited to explore the library's non-traditional collection.



5. Summer Reading Clubs

TD Summer Reading Club

Children ages 0 – 12 were encouraged to track their reading to earn prizes for every 5, 10, 15, and 20 books read during the summer. 282 children participated in the program and read a combined total of over 2,680 books!



The TDSRC prizes were sponsored in part by the generous donations of 7-Eleven, McDonald's, and Safari Niagara.

Teen Summer Reading Club

Teens ages 13 – 17 were encouraged to track their summer reading. Every five books read equaled one entry into the prize draw. 12 teen entries were submitted, and five winners will be drawn before August 31, 2024. The Teen Summer Reading Club prizes were sponsored in part by the generous donations of Harvey's and Swiss Chalet.

Adult Summer Reading Club

Adults ages 18+ were invited to join the Adult Summer Reading Club by tracking their reading. Every three books read equaled one entry into the prize draw. Patrons submitted 253 ballots for a total of 759 books read!

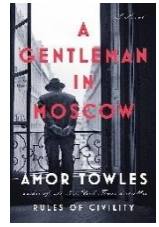
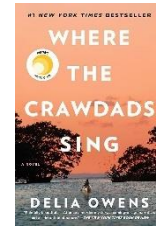
The Adult Summer Reading Club prize was sponsored in part by the generous donation of Niagara Parks. The winner will be drawn before August 31, 2024.

TDSRC Party

On Wednesday, August 28, 2024, we celebrated summer reading with a drop-in party. Families were invited to participate in a variety of activities, including the Green Screen, Button Makerspace, Lego challenges, and the Craft Cart.

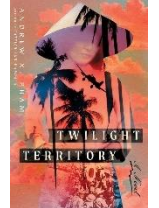
6. Bill's Best Reads with William Thomas

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 July selection was *Where the Crawdads Sing* by Delia Owens. The August selection was *A Gentleman in Moscow* by Amor Towles.



7. Big Library Read

From July 11 – 25, 2024 patrons were invited to borrow a copy of *Twilight Territory* by Andrew X. Pam, no waitlists or holds, through Libby. The book is a sweeping novel of love, war, and resistance set in post-WWII Vietnam.



8. Community Connect

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

July 2, 2024 – PC Works – Resume Refresh

July 6, 2024 – PFLAG Niagara

July 9, 2024 – PC Works – Resume Refresh

July 10, 2024 – Bridges CHC – Ontario Seniors' Dental Care Program

July 15, 2024 – Birchway Niagara – Programs & Services

July 16, 2024 – PC Works – Resume Refresh

July 16, 2024 – Brain Injury Association of Niagara – Programs & Services

July 23, 2024 – PC Works – Resume Refresh

July 24, 2024 – Service Canada

July 30, 2024 – PC Works - Resume Refresh

August 1, 2024 – Bridges CHC – Registered Dietician

August 6, 2024 – PC Works – Resume Refresh

August 7, 2024 – Bridges CHC – Ontario Seniors' Dental Care Program

August 10, 2024 – PFLAG Niagara

August 12, 2024 – Birchway Niagara – Programs & Services

August 13, 2024 – PC Works – Resume Refresh

August 14, 2024 – Service Canada

August 20, 2024 – PC Works – Resume Refresh

