

Date: October 2, 2024  
To: Port Colborne Public Library Board  
From: Hannah Madsen  
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. Programming**

- Story Time with Shelly  
On two Saturdays in September, 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  
Three Lego Club sessions were offered after school on Mondays in September. Children ages 5+ were encouraged to complete challenges or to use their imaginations to build something new.
- Craft Cart  
Two Craft Cart sessions were offered after school on Wednesdays in September. Children were encouraged to choose craft supplies and make a craft of their own choosing.
- Dungeons & Dragons  
One Dungeons & Dragons session was held this September as part of the ongoing campaign.
- Teen Board Game Night  
Teens were invited to the library on Thursday, September 26 for a drop-in board game night.



- Documentary Films

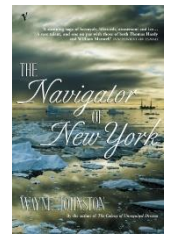
On Monday, September 23, 2024, there was a screening and discussion of the documentary film **Ever Deadly** (2022, 90 min.). The documentary, which explores Inuit throat-singer Tanya Tagaq's transformation of sound with an eye to colonial fallout, natural freedom and Canadian history, was part of the library's recognition of the National Day for Truth and Reconciliation.



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

- Port Colborne Public Library Book Club

In September, the PCPL Book Club read **The Navigator of New York** by Wayne Johnston and met on Monday, September 9 to discuss the book. The book club has 11 members.



## 2. 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 September, there were four scavenger hunts with over 45 participants.

- Colouring Sheets

Every month, three colouring sheets are available for free in the Children's Room. In September, over 75 participated in the activity.

- Design Our Bookmark Contest

In August, the theme for the monthly bookmark contest was "It's a Zoo Out There". The winning bookmark submission for August was designed by Maggie, who drew a monkey wearing a dress at the zoo. Maggie 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 September. In September, the Bookmark Contest theme was "I'm Thankful for..."

- Take and Makes  
Free Take and Make craft kits were available each week during September. Thirty kits were handed out each week, for a total of 120 kits picked up.

### 3. 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<sup>st</sup>.

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<sup>st</sup>.

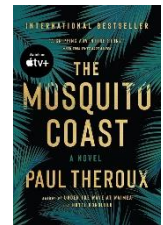
#### TDSRC Party

On Wednesday, August 28 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. 65 people attended the party.

#### 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 September selection was **The Mosquito Coast** by Paul Theroux.



#### 5. **Mud Lake Walk**

On Saturday, September 7, families learned about local wildlife, native plants, and hiking from the NPCA at Mud Lake. This program was presented in partnership with Welland Public Library.



#### 6. **Environmental Awareness Speaker Series**

This fall, the City of Port Colborne's Environmental Advisory Committee is presenting a three-part series on environmental awareness.

The first session took place on September 23 and was a presentation on conservation in Niagara.

The upcoming sessions in October and November will be on residential electrification and on building empathy for local watersheds.

The series is generously sponsored by Jungbunzlauer Canada Inc.

## 7. Community Connect

In September, two new community partners joined the Community Connect program: the Senior Citizens Advisory Committee and Niagara College's Newcomer Language Programs.

The Senior Citizens Advisory Committee provided information on local programs, services, and resources for older adults. Niagara College provided information on their free language programs for newcomers.

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

- September 3, 2024 – PC Works – Resume Refresh
- September 4, 2024 – Bridges CHC – Ontario Seniors' Dental Care Program
- September 9, 2024 – Birchway Niagara – Programs & Services
- September 10, 2024 – PC Works – Resume Refresh
- September 14, 2024 – PFLAG Niagara
- September 17, 2024 – PC Works – Resume Refresh
- September 17, 2024 – Service Canada
- September 19, 2024 – Senior Citizens Advisory Committee
- September 24, 2024 – PC Works – Resume Refresh
- September 26, 2024 – Niagara College – Newcomer Language Programs

