

Youth Services Advisory Council
Meeting of May 16, 2008
10:00 AM – 12:00 PM
at UHLS

Small library concerns 9:00 -10:00 AM; 10:00 AM-12:00 PM Meeting
(No large library concerns meeting)

Attendees: Barbara Goetschius (RCSC) Darlene Miller (CAST) Maureen DeLaughter (COLN) Beth Bomba (COLN) David Cole (COLN) Pat Sahr (NASS) Lisa Neuman (MEND) Mindy Fowler (SNLK)) Debbie Canzano (COHS) Josalyn Gervasio (GUIL) Jane Chirgwin (RENS) Mary Fellows (UHLS) Diane Riganti (UHLS)

10:00 AM meeting called to order by Mary Fellows

I. Introductions

II. UHLS Updates

- Riverway attendance was up around 60% this year.
- With group input, it was decided that performer database bookmark file will be emailed to youthserv to print and hand out to performers who wish to be added on the database.
- Summer Reading Prize books will be distributed in June.
- Applebee Bookworm certificates will be sent out in early June.
- Explore your Shore – Mary gave an update on the grant activities, including an optional “Where’s Henry Hudson” program and an art program called “Drop Anchor @ Your Library”

III. Marketing How-to: succeeding at the Summer Reading Program Public Relations Challenge. Mary gave a presentation on how to succeed at Level 4 of the Public Relations Challenge. She provided handouts and will try to send out the presentation electronically.

Ideas from discussion:

Find someone you know with an interesting skill.

- Find a graphic designer who can turn photos into bug pictures. (Search graphic designer web sites in the area).
- Contact someone with a therapy dog.
- Contact fire departments, police officials, EMT’s etc.
- Contact a pet shop owner or a veterinarian. (anyone with an interesting pet)
- Contact the Humane Society.
- Contact someone you know who has been in a play, or is a dancer, musician.

Business Donations

- Stewart Shops-donation hotline
- Pizza shop
- Banks (bonds)

- Miniature golf place
- Ice cream place
- Wal Mart (at the beginning of the month)
- Wendy's, Friendly's, Burger King, McDonalds, Subway, Mr. Subb
- Bookstores
- Spa Services, Mary Kay, Avon, etc.
- Photo shop

Thank-you's for donations

- Put an ad for the business in your newsletter, on your bulletin board, or web site.
- Take a photo and send it to the business with the thank you.

Places to put publicity for you programs and make a connection

- Churches and senior centers
- Day care providers
- Fire house and ambulance house
- Doctors and dentist offices
- Put up a Chamber of Commerce bulletin board
- Grocery Stores
- Laundry mat
- Summer Recreation program news
- Lions, Rotary, etc.
- Boy Scouts, Girl Scouts (Link with Boy scout council with letterboxing—Barb G. idea (RCSC))

Other ideas:

- Send informative letters or packets of information advertising your programs at the library to council members, mayors, state legislators, etc.
- Invite a state legislator to your kickoff program or end of year party.

Mary explained the mechanics of news releases, gave samples, and the group worked individually on a press release for one of their upcoming programs. Sharing and questions followed.

IV. Due to a group decision, the teen room success at Colonie segment was postponed until fall when the room will be completed and we can tour it.

V. Great Reads discussed

- Aaaaggh! Spider by Lydia Monks
- Little Brother by Cory Doctorow
- The Host: a novel by Stephenie Meyer
- Genghis: Birth of an Empire by Conn Iggulden

Next meeting: June 13 at UHLS