

AD-HOC PUBLICITY COMMITTEE BOARD REPORT OCTOBER 22, 2024

The Committee met on October 4th to devise goals, form a workplan, and draft a budget request for 2025. We all discussed the need for this group to become a standing committee, replacing the former Communications Committee.

The Committee's goals for 2025 are as follows:

- Establish a social media presence (Facebook and Instagram)
- Re-establish a quarterly, electronic newsletter (Constant Contact)
- Implement a strategy to promote FOSCL at library programs
- Promote FOSCL at community events
- Draft communications and design/develop promotional materials
- Research—in conjunction with Development Committee—a friends membership program (pending Exec Comm approval)

Community events at which we will aim to have a presence are:

- Sept 6th: Boardwalk Arts Festival, Bethany
- Oct 25th: Cops and Goblins, Ocean View

The following are the events that we will plan to promote in calendar year 2025:

- ✓ Book Sales (monthly)
- ✓ Do More 24 (March 6th-7th)
- ✓ Dine & Donate (spring date TBD)
- ✓ B&BCT (July 23rd & 24th)
- ✓ Dine & Donate (Nov?)
- ✓ Giving Tuesday (Dec 2nd)
- ✓ Annual Appeal (Dec)