



REPORT TO THE LIBRARY BOARD

MEETING DATE: NOVEMBER 19, 2008

Session:	Public Session
Subject:	Ontario Public Library Week - Review
Prepared By:	Christina Nurse, Arlene Thompson and Lynda Kirkham
Presented By:	Christina Nurse
Purpose of Report:	For Receipt and Information Only <input type="checkbox"/>

Recommendation:

It is recommended that this report be received by the Library Board.

ISSUE/OPPORTUNITY

Celebrations during the month of October at the London Public Library were organized in conjunction with Ontario Public Library Week (OPLW), "A strong library system is the cornerstone to a strong community."

(<http://www.culture.gov.on.ca/english/library/oplweek.htm>)

The 2008 OPLW theme was: **Discover Your World through Your Library**. The London Public Library created a wide range of events and programs to entice Londoners to connect with their library and discover new worlds.

Monday October 20 – The Central Library hosted **Books and Breakfast** where the library supplied Red Roaster coffee and muffins and OPLW event brochures promoting the week's upcoming events to the pedestrian traffic that flows thru the Hudson's Bay Passageway. Over 100 people enjoyed the coffee and muffins served by staff.

Monday – Ian Gillespie from *The London Free Press (LFP)* spent the morning shadowing Arlene Thompson and discovering the library world behind the scenes. His lively and enlightening column was published in the *LFP* on Wednesday, October 22, 2008.

Tuesday October 21 - **An African Journey - Grandmothers to Grandmothers** was held in the Wolf Performance Hall with over 70 people attending. This program was designed to bring awareness of another world: the crisis in Sub-Saharan Africa of orphaned children and the amazing work the grandmothers are doing to keep their families and communities together. LPL was able to organize an *A Morning* interview, Monday, October 20 for Paulette Pelletier-Kelly to promote her event. Special thanks to Jan Lubell for the insightful introduction and warm thank you.

All branches participated in **Passport to Your World** for three days. Collections of ethnic books, CDs and DVDs were highlighted. If a customer signed out any of these earmarked

pieces they received a ballot to potentially win gifts certificates to ethnic restaurants. This was done to inspire people to explore other worlds.

Wednesday October 22 – **Dave Carley, Playwright-in-residence** and guest playwright Marcia Johnson kicked off LPL's writer in residence program (on until March 2009) and read from their plays to an audience of 55 people. This was an opportunity to escape into someone else's world.

Many of the branches invited "**celebrities**" to check out books, CDs and DVDs to the public. Celebrities included: Kelley Simons, Rogers TV; Gord Hume, City of London Controller; Constable Bob Philips, London Police Service; Joni Baechler, Councilor Ward 5; Western Mustang football players; Jan Lubell, LPL Board member; and Paul Berton, Editor of *The London Free Press*, who asked every customer if they would like to donate to the Imagine campaign. The celebrities experienced the world of the library from the other side of the desk.

Free Press photographer Ken Wightman took photos of the London Mustangs at Central branch and the Library took prime real estate in the *LFP* Sports section the following day. Paul Berton's Friday, October 24 *LFP* opinion column was entitled "The Local Library is a Community Gem".

Thursday October 23 - **Small Biz: Learn from the Experts**, a series of seminars (1.5 hours in a small group setting) with business people specializing in Finance, Daily operations, Marketing and Legal issues illustrated how you can improve your world at the library.

Friday October 24 - Friday was the start of **Friends of the Library Giant Book Sale**, an annual three day event held at the Western Fair where more than 100,000 used books go on sale. Photos of the set up were in the *London Free Press* October 24 and *A News* aired an interview at the Western Fair on Friday, October 24.

Saturday October 25 - All branches hosted an **Open House** from 2-4 p.m. featuring refreshments and entertainment. Many customers made time to play the "eye spy" game. Open houses provided hundreds of our patrons with the opportunity to discover their own library world, a new world and the way someone else sees the world.

Related Programs

September 8 to October 14, LPL offered a writing contest with *The London Free Press*, **My Life. My Library. My Story**. The Library worked with Joe Ruscitti on this project. This contest was offered to encourage people to write how the library helped them discover their world. The 3 winning stories were published on page A2 of the *Free Press*, Friday, October 24, 2008.

Get Carded ran October 6 to 25, to increase registration of new library cards, taking place in the library and in various community venues through the *Libro Library Road Show*. New or renewed cardholders received a ballot for 2 chances to win prizes. First was a draw for \$25 Staples gift cards and the second draw was for London Knights tickets. In total there were 21 lucky winners.

Totals for the 2008 Get Carded program

New cards issued during October 6 to October 25 totaled **1307**.

Week of October 6- 11: 356 issued

Week of October 13- 24: 424 issued

Week of October 19- 25: 527 issued (OPL week)

These totals above include the *Libro Library Road Show* stops who signed up 73 at UWO, 50 at Fanshawe, 99 at Citi Group, and 83 at Saunders Secondary School. In addition, an estimated **2000** Library customers renewed their cards.