

Friends of Scarborough Public Library
Publicity & Website Committee Report
FY 2015-2016

PUBLICITY:

The Publicity Committee is responsible for gathering information from the other board committee people who would like items to be broadcasted to the community at large. This occurs through our Friends of the Scarborough Library website, the Scarborough Library website, newsprint, television, local events calendars and Footnotes. The major focus for this year's publicity was surrounding the Adult Program Series, the Annual Membership Meeting and the 2016 Book Sale. The committee consists just of the Chairperson. Nothing is budgeted for this committee since most of the work is done through emails, except for ads for the Book Sale which is part of that committees budgeted line items.

WEBSITE:

The 2015-2016 year begins the renewal period for our BlueHost web host for the next 3 years through October 2019. The website name is <http://scarboroughlibraryfriends.org>. Statistics have been run from the website to determine how many visitors our website has had this past year. A copy of that report is available upon request. The website designer is Susan Winch and she has spent the past year continuing to update and refresh our look. She also is the person who sends out all of our eBlasts which you receive whenever there is a member announcement. Her expertise has given us the ability to understand better what Bluehost offers to us for services and we are refining the way that we use it continually. Since Susan is the only employee of the Friends of the Scarborough library, our budgeted line items are in support of her efforts. We would especially like to thank her for keeping us informed and recommending the best way for us to make the public aware of our efforts for the library.

Respectfully submitted,
Janice Paul
Publicity/Website Chair

9/2016