

Moving Minds: The Bookmobile Awareness Drive

Oswego Bookmobile Campaign Plan

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Executive Summary

The Oswego Bookmobile is a nonprofit organization that's mission is to empower children to become readers. Their mission was inspired by the phenomenon known as “the summer reading slide” which refers to economically disadvantaged children having limited access to books at their reading level during summer months resulting in them being less literate than their peers. The Oswego Bookmobile is a free-to-access mobile library that hosts many different events and hosts a “Driving Books Home” summer program. During their events, children receive a free book to keep at their reading level and a snack. They strive to help children and improve their community. With this campaign, the organization expressed hopes to increase awareness, enhance their social media presence, and increase community involvement with the Oswego Bookmobile.

Our campaign will focus on two target audiences located in Oswego County. The first would be parents and the second would be potential supporters of the Bookmobile. We chose to focus on parents mainly because they are the main source of information for children and will be the ones primarily making the decision on whether or not to visit the Bookmobile this upcoming summer. As for potential supporters, this covers the ground of teachers, potential volunteers and donors, as well as local businesses and organizations. There is no specific age, sex, or income demographic we chose to focus on as these audiences come from all different backgrounds and are equally as valuable to the Bookmobile’s efforts.

In order to research these audiences, we conducted two in-depth interviews with parents, four in-depth interviews of potential supporters, and an online survey of SUNY Oswego students. We learned that all of our target audiences support the Bookmobile’s mission and align with their values. However, they lack awareness regarding the Bookmobile itself and its events. We also learned that the target audience's main form of information comes from social media and occasionally print materials.

Based on our audience research, we were able to establish three main goals and nine objectives for this campaign. Our goals are as follows: to increase awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile, to increase the Oswego Bookmobile’s social media presence and activity, and to increase community involvement with the Oswego Bookmobile. We assigned three objectives to each of the three main goals.

After developing our goals and objectives, we established implementation tactics for each of the nine objectives. Each tactic varies depending on the initial goal of the objective, however, they mainly pertain to education efforts, social media engagement and impression improvement, and community outreach.

Finally, after establishing our designated tactics for each objective, we outlined how our campaign should be evaluated after its implementation. Our evaluation methods include holding follow up in-depth interviews with target audiences, re-distributing the survey to SUNY Oswego students, and continuing to keep track of social media analytics to determine the success of social media amelioration efforts.

Research

Client Analysis

Company Overview

The Oswego Bookmobile was founded in 2011, following the discovery that Oswego's most at-risk population was not involved in community level reading initiatives (S. McBrearty, personal communication, February 24, 2023). To overcome barriers to reading, Oswego needed a free summer literacy program to help kids when school is out, as the primary access point for many children to books is through schools (S. McBrearty, personal communication, February 24, 2023). According to their website, testing shows that children at an economic disadvantage in the Oswego City School District are significantly less proficient in reading than their wealthier counterparts (n.d.). The gap between these two groups of children had reached 40% by the eighth grade, prior to the conceptualization of the Oswego Bookmobile (*About Us - Oswego Bookmobile*, n.d.). A factor contributing to this is the limited access these children have to books at their reading level within their homes and neighborhoods in the summer (*About Us - Oswego Bookmobile*, n.d.). This phenomenon is referred to as the "summer reading slide" by the Oswego Bookmobile. Currently, it is the only non-registration required free service that provides books to keep in Oswego (S. McBrearty, personal communication, February 24, 2023).

The bookmobile's primary mission is to empower children to be readers. Their vision is to provide every child in Oswego, NY with access to books at his or her reading level (*About Us - Oswego Bookmobile*, n.d.). With its home base located at 34 East Bridge Street in Oswego, NY, Oswego Bookmobile currently focuses on the Oswego and Scriba area of Oswego County. They dedicate their program to months during summer vacation and feature different themes and books every week, along with different hands-on activities, giveaways, snacks, and read-aloud sessions. With every stop the Bookmobile bus makes, they have dedicated literacy specialists available to help children select books and get them excited about reading (Oswego Bookmobile, 2022).



From our interview with Susan McBrearty, president of the bookmobile's board of directors, the Oswego Bookmobile staff aim to extend their program to be able to provide children across Oswego County with free books within the next five years. Staff currently have a new bookmobile on order, which should arrive within the next year to further this goal. While the bookmobile does have paid staff, such as the literacy experts, all administrative functions are volunteer based. McBrearty expressed in our interview that over the last two years the board members have worked to strengthen their committee system. They have since added a finance committee, public relations committee, and have implemented a level of sharing responsibilities to allow more flexibility among volunteer time commitments. As they continue to grow, so will their need for volunteers and donations.

Oswego Bookmobile created a program in 2021 that was COVID-19 safe (*About Us -*

Oswego Bookmobile, n.d.). Despite the limiting circumstances, 3,450 books were given and selected by young readers (*About Us - Oswego Bookmobile*, n.d.). From the 1,262 children that visited the bookmobile, many were repeat visitors, as the bookmobile saw 2,934 interactions during their regularly scheduled programs and provided 2,934 healthy snacks (*About Us - Oswego Bookmobile*, n.d.). During this time, they were able to appear at the City of Oswego Summer Bash and the Lions Club Craft Show (*About Us - Oswego Bookmobile*, n.d.). Typically, the bookmobile stops during the summer at specific locations throughout each week, for a seven week period (M. McCrobie, personal communication, February 15, 2023). These stops are selected on a basis of how accessible they are to parents who may otherwise be unable to bring their children to the library (M. McCrobie, personal communication, February 15, 2023). During this regular programming, each stop typically serves a range between 50-110 kids a day (S. McBrearty, personal communication, February 24, 2023).

Internal Environment

Based on our in-depth interviews with board members, the organization struggles with internal communications. Some staff members are uninformed of certain going-ons within the organization, and not all information is distributed correctly. Oswego Bookmobile's external communications have been reported to be inconsistent and unclear, especially through online platforms, due to the lack of organization and structure within the establishment. In the last three years, board members have updated the website and have begun using Facebook more consistently. Most of the board and staff members have access to posting on their social media platforms, which has led to confusion and misunderstanding of organizational branding and messaging. Both board members interviewed stated that Facebook is their primary focus, followed by Instagram. Much of the content they post is not planned. Instead, they rely on sharing content from other organizations and spontaneous content sourced from their interactions with the public. Furthermore, interactions with their posts is minimal, and staff have expressed concern over changes in Facebook algorithms. There is room for improvement in these areas, and all staff members and volunteers are willing to contribute to positive organizational change.

The bookmobile's Facebook page has over 2,800 followers as of February 2003 (Oswego Bookmobile, n.d.-c). From 2023, January 1-February 25, the bookmobile's Facebook account posted 11 times (Oswego Bookmobile, n.d.-c). Five of these posts were shares from community partner Friends of the Library about an event the bookmobile attended, another five were about opportunities or events in the community, and one was an article share from I HEART OSWEGO featuring the bookmobile's 2022 end of year wrap up (Oswego Bookmobile, n.d.-c). No comments were received on any of these posts (Oswego Bookmobile, n.d.-c). The posts were liked by followers in a range from zero to 11 times, for an average of 6 likes per post (Oswego Bookmobile, n.d.-c). The bookmobile's Instagram account has 251 followers, 56 posts, and has not posted content since November of 2022 (Oswego Bookmobile [@OswegoBookmobile], n.d.). While the bookmobile does have a Twitter account, there are currently no followers, and the last tweet was from May of 2022 (Oswego Bookmobile [@Oz_Bookmobile], n.d.). The strategic use of social media is essential in increasing awareness of the Oswego Bookmobile and their mission in empowering the children of Oswego to be readers. Social media platforms like Facebook, Instagram and Twitter allow organizations to reach new and targeted audiences. According to DataReportal, there were 270.1 million social media users in the United States in 2022 (Kemp, 2022). Approximately 70% of social media users log onto their accounts at least

once a day (Auxier et al., 2022). These figures represent the potential access Oswego Bookmobile has to connect with their audience, particularly needed donors. In 2020, Facebook reported that COVID-19 related fundraisers made more than \$175 million through Facebook and Instagram (Cohen, 2021). This exemplifies that social media can create relationships that build trust and motivate philanthropy. By sharing content on these social media platforms, Oswego Bookmobile can interact with its audience to promote its organization and mission and inspire people to donate.

Despite struggles within the organization, the environment in which staff and volunteers work is exceptionally heartening and uplifting. They all believe in the importance of their mission, as it also aligns with their personal values, and are always thinking of new ways to contribute to it. They are big on teamwork and coming together to create a positive environment.

Visibility and Reputation

Oswego Bookmobile has a positive relationship with the community. They work closely with schools, community members, and other organizations in the surrounding area to achieve their common goals. They list the Oswego City School District, The State University of New York at Oswego, and the Oswego Public Library as community partners (*Our Board - Oswego Bookmobile*, n.d.). Board of Directors members Megan McCrobie and McBrearty list Friends of the Oswego Public Library as a close partner whose events the bookmobile attends as an attraction. McBrearty has further expressed that the River's End Bookstore is a supporter of their mission.

In addition to partnerships and dedication to the community, Oswego Bookmobile attends and hosts many events as a form of community outreach aside from their weekly summer program. This includes their Pancake Breakfast Fundraiser, the Oswego YMCA Healthy Kids Day Celebration, the Oswego County Federal Credit Union's "Movies in The Park", and the H. Lee White Museum Lake Ontario Waterfront Festival ("Oswego Bookmobile," n.d.).

Oswego Bookmobile receives little widespread media attention. The majority of media coverage they receive comes from *Oswego County Today*, with occasional coverage coming from the *City of Oswego* website, the *Watertown Daily Times*, and the *SUNY Oswego* website. Oswego Bookmobile does not receive any media outlet attention outside of local sources. Their visibility on social media is limited due to a lack of consistent posting and messaging; however, positive reviews from Bookmobile visitors are shared on their Facebook page, stating how much they enjoyed their experience.

Strengths

Oswego Bookmobile aligns its core mission, to give all children in the Oswego area access to books, with its core values. Each team member works hard to achieve this mission because they believe in it. They have a great relationship with the community, including Oswego Mayor William Barlow, and schools in the surrounding area. Oswego Bookmobile has a large team consisting of many staff members and volunteers. The staff members are professionals in their fields and have educational and literacy backgrounds. Their organization is particular and has a unique aspect, the bookmobile bus. The bus acts as advertising on wheels, as it displays its logo. They have a catchy logo that is memorable, "driving books home." Their 2023 theme is

“better together,” which is taken from the New York State Library’s summer reading program (S. McBrearty, personal communication, February 24, 2023). Using the same theme as the NYS Library gives them access to free materials.

Weaknesses

Although Oswego Bookmobile focuses a lot on community outreach, they do not have a robust online presence. Their website is complicated and is difficult to navigate. Their event calendar is challenging to search and can confuse visitors trying to find more information. The website is not up-to-date, and is missing information in certain sections. For example, the about section has missing profiles, and some words have commas following them which implies additional information was meant to be included. The “Contact Us” tab is difficult to find, as well as their social media links. Their social media pages are inconsistent with messaging and the organization does not have a posting schedule. The organization has a slight branding issue, as they lack photographs and logos across all online platforms. It is unclear if their target audience is donors or parents on their social media platforms. Across their online platforms, they do not mention the ability to donate often despite donations being an effective form of funding. Oswego Bookmobile’s internal communication is also slightly disjointed.

Situation Analysis

Mission Research

The mission of the Oswego Bookmobile is closely aligned with community values, as can be observed in the positive comments left on their social media accounts and through their partnerships with respected community organizations. Of those partnerships, all share a mission to promote literacy. Despite the positive mission behind the bookmobile and the positive feedback they have received from the community, the volume of awareness by city of Oswego residents is lacking. This issue is likely to be exacerbated by the nonprofit’s targeted growth and expansion in Oswego County over the next several years.

While the Oswego Bookmobile is not a lending service, a comparison can be made to a library as the children served are ultimately the decision maker of what book will be taken home with them. Although literacy is a community value and libraries provide crucial resources to their communities, they have historically been undervalued by taxpayers, lawmakers, and journalists (Lingel, 2018). For a library to maintain existence, its resources must be used by the community, as it is the primary way it can show its value (Lingel, 2018). When libraries utilize bookmobiles, they do so to navigate spatial and social barriers to their access (Lingel, 2018). As such, the Oswego Bookmobile is in a similar position to libraries with mobile book lending systems. The Oswego Bookmobile provides a free of cost service to its community. To improve its value to the community, its services must be utilized. For this to occur, it is necessary that the community is aware of its existence and how to access its services. A mission that aligns with community values alone is not enough to increase awareness or encourage interaction.

In-Depth Interviews

The Oswego Bookmobile representatives interviewed are aware of their organization’s struggles with social media. These interviews further brought to attention potential causes of the lack of awareness the bookmobile has with residents. McCrobie and McBrearty shared

overlapping opinions on what the bookmobile can do to overcome these struggles. Of note, both believe that content calendars should be utilized, covering both their social media and press release schedules. Both also believe more attention is needed to highlighting their achievements.

From our interview and follow-up with McCrobie, it was discovered that interactions with parents are limited to local events. The staff do not have any official outreach strategies for building relationships with parents or parent-focused groups. It is important for the bookmobile to be convenient for children and their parents. Staff strive to reach their target audiences while they are participating in already routine activities, such as a visit to the park. McCrobie believes that in addition to the variety of books available and the accessibility, the most appealing aspect of the bookmobile to target audiences is the additional activities and interactive experiences offered. This summer, a STEM-related activity will be brought back, which was popular among children in previous years. Similarly, while the bookmobile does have an officially recognized relationship with Oswego city schools, staff interactions are limited to their once a year visit where the bookmobile is promoted. McCrobie further believes that the most important challenge to overcome is improving their online presence.

From our in-depth interview with McBrearty, additional information on the bookmobile's situation was uncovered. Their marketing budget is \$150 annually. For print materials, staff will continue to use the two cases of paper leftover from previous year purchases. Promotional materials sent out currently include an annual report to donors; thank you cards to donors sent in the spring, fall, and following a donation; a letter sent to previous donors in March, that discloses how their specific donation was spent and requests their continued support; letters to area businesses that have not donated, inviting them to do so. In the past few years, staff have revamped the bookmobile's website. Through their website and events staff attend, email addresses have been collected for the intention of the creation of a newsletter. The newsletter will eventually be sent through Mail Chimp, a free service. Additional free services staff use include Canva for social media creation, and Meta Business Suite for Facebook and Instagram posting. She is unaware of social media dashboard management tools outside of Meta Business Suite. McBrearty stated that social media is underused, especially Twitter as staff had lost access to the original account and had to make a new one. McBrearty believes that the specifics of what it means to organize a content calendar needs to be explained to them. Staff would also appreciate advice on how to increase traditional media attention through press releases, and how to ensure the press releases express a consistent message. To McBrearty, consistency and planning are their biggest challenges.

Subject Matter Expert

Bernie's Book Bank is a nonprofit that services the greater Chicago area. McCrobie first mentioned Bernie's Book Bank in our initial in-depth interview with her. She believes the Oswego Bookmobile should strive to have similar social media content as Bernie's Book Bank. Their organization is significantly larger than the Oswego Bookmobile's, but their shared mission and successful outreach efforts make their strategies ideal for replication.

From our in-depth interview with Bernie's Book Bank representative Sarna Goldenberg, insight was gained on what a nonprofit, specifically a bookmobile, can do to increase awareness and promote a positive relationship with their target audience. Goldenberg specified that their

organization never uses the words “at risk,” “underprivileged,” or “less fortunate.” Doing so can label the children served, while the goal should be to provide them opportunities. One of their key messages is that they “create pathways to success through book ownership.” However, with the schools they partner with, most have a 90% rate of children enrolled in the reduced or free lunch program. This partnership is formed through direct requests from the schools for their involvement. Accessibility and ease of access is a goal of the book bank. In addition to their school partners, the book bank has formed strong relationships with neighborhood organizations and businesses. By leveraging resources and events their target audience would already visit, staff are able to increase the number of children served. Goldberg expressed that one of the best things a nonprofit can do is form partnerships.

For promotion, Bernie’s Book Bank has several strategies. They have a monthly newsletter that highlights their internal accomplishments, volunteers, book donors, and celebrates their partnerships. The newsletter targets donors, and has further allowed them to achieve a 39% individual contribution rate to their funding. Every year, Bernie’s Book Bank partners with a local radio station in the organization of a fundraising walk. This type of event is responsible for an additional 29% of their funding. Flyers are distributed prior to and at these events. The book bank also has postcards available as physical distribution materials. For social media, the book bank uses Facebook, Twitter, Instagram, LinkedIn, YouTube, and Twitch. They are considering using TikTok for the benefit of their youth leadership council, but overall feel that their social media target audience is their supporters, who tend to be older. Social media is managed through Sprout Social, of which two staff members have access. The book bank’s social media content is overwhelmingly related to their direct efforts. The social media content shares the book bank’s messages through images. Photos are used to highlight their attendance at events, and to share their accomplishments. Goldberg stated that observing what the community expresses interest in online allows them to target events to attend. Additionally, at the events they attend, flyers are handed out that contain information on where they will be the following week.

Opportunities

Oswego Bookmobile has ample opportunities available to them. Simple promotion materials can be created, such as a bookmark with their QR code at a low cost. With the eventual arrival of the new bookmobile, children can be offered the opportunity to submit drawings for the bookmobile’s decoration. The missing content on the website can be easily updated. Their website can further be made more user-friendly. To create a more inclusive atmosphere, messaging containing words such as “at-risk” and “economically disadvantaged” should be removed from their website as it is currently targeted at children. Inclusion of these words can stay in their reports to donors and in internal communications but should not appear on promotional materials. Internal communication in general can be improved through using free platforms like Asana. Relevant social media content can easily be created through involving staff opinion on books, past events, upcoming events, and their mission. Additionally, content can incorporate their slogan, donation options, and book or experience reviews from children that have used their services. Since the STEM activities were popular in the past, highlighting their renewal may create buzz. Staff can be provided training materials on content to share, how to create it, and how to manage a content calendar. The creation of social media templates will streamline the process for building up content during the off season. There is also the opportunity of creating partnerships with parent groups on social media.

Threats

It does not seem that funds are available for social media platform management tools like Hootsuite or Sprout Social. As such, managing a content calendar will be reliant on staff participation. The creation of new promotion materials will similarly require board approval, as their cost needs to be considered in their budget. Outside forces will always be a threat, including new free book services in the area. If their social media content is not appealing or they do not use their platforms, losing followers is a possibility. The literacy experts are a unique feature of the bookmobile, and losing their talent would hurt its mission. Internal pushback to change is also a threat. Perhaps the most obvious is mechanical issues. If something happens to the bookmobile's accessibility, reaching target audiences will be much more difficult.

Audience Research

To gain insight into the knowledge, behaviors, and motivations of the target audiences of this campaign, background research and primary audience research was performed. Census data of Oswego County and the city of Oswego was analyzed, as well as geographic information on Oswego. In-depth interviews and a survey were also conducted, which will guide campaign planning and implementation.

Demographics

A little over 17,000 people call the City of Oswego, on the southeast coast of Lake Ontario, home, with 29% living in poverty. This degree of deprivation has a profound impact on the neighborhood, placing a strain on social services, shrinking the city's revenue base, and—possibly most importantly—hindering the ability of low-income residents to achieve economic independence. The poverty rate in the city is ten percentage points higher than the overall poverty rate in Oswego County and is nearly twice as high as the rates in New York State and the country. In the city of Oswego, poverty and educational achievement are tightly correlated (cgr.org., n.d.). There are seven schools and 3,576 pupils in the Oswego City School District. 10% of students in the area are from minorities (*Oswego City School District*, n.d.).

Additionally, 33.4% of students face fiscal hardship (*Oswego City School District*, n.d.). Oswego's average household income is \$63,882. Oswego's typical age is 36.4 years, with men's average age being 31.7 and women's average age of 39.8. Whites account for 92.23%, Blacks account for 1.92%, and other races comprise the rest of the demographics (worldpopulationreview.com. n.d.). Nearly 17,000 people in Oswego County struggle to read at a level equivalent to the fifth grade. Meeting that challenge requires a collaborative effort from numerous people, government organizations, non-profits, businesses, and educators. The Oswego County Literacy Coalition gives our community the tools to develop literacy in a coordinated, open, and all-encompassing way (Oswego County, 2019).

In-Depth Interviews - Parents

As the bookmobile serves children within Oswego, reaching parents as a means to increase access to their services is necessary. To understand the attitudes of parents towards the bookmobile, we conducted two remote in-depth interviews. Both interviewees were full time

working moms in Oswego. Parent A being a fairly new parent to a 3-year-old and Parent B, the more senior parent with three kids, age 10, 17, and 21.

These in-depth interviews included thirty questions with follow-up prompts, that were broken down into four sections. Credentials, to validate that these parents are community members of Oswego. Messengers, to better understand who can effectively communicate with or influence target audiences. Lastly, communication channels, to assess what platforms and local outlets these parents actively participate in, and to gauge the types of distribution materials that are best suited for reaching them.

From our interviews, it was clear that both parents were in support of their children being avid readers. Parent A stated that before her daughter was born, she requested books instead of toys. However, Parent B was the only parent familiar with the Oswego Bookmobile stating, "I have been taking my daughters to the Oswego Bookmobile since it started." From our interview with Parent A, we found that they became a parent during the COVID-19 pandemic, and are less inclined to attend community events because of her child being so young in age. Yet when asked if her child would benefit from community events, she agreed, clarifying that her child will benefit from these events once she's older. Both parents expressed a great interest in community events that are free and accessible. Parent A stated that a guest reader for the children may interest them. Parent B stated movies in the park were an appealing activity.

Further into the interview it was revealed that the Oswego Bookmobile website was not a go-to website when in search of events in Oswego. This was true even for Parent B that was very familiar with the bookmobile. When asked what social media accounts they get most of their information about what's happening in Oswego, Parent A answered Facebook and TikTok, and Parent B answered Facebook and "I Love Oswego." Neither mentioned the Oswego Bookmobile. The interviews also illustrate that both parents are unsure of their children's interest in the Oswego Bookmobile. Although both parents have children in different age ranges, they both felt unclear of how the Oswego Bookmobile could appeal to a toddler or a pre-teen. Parent A further stated that they would expect the bookmobile to offer "something for all age groups," and for them to visit now would require an activity of interest to their child.

Facebook and TikTok are two major platforms that both parents frequently visit to gain information on events happening in their communities. Parent A mostly using TikTok and Parent B mostly using Facebook. Because Parent B is the more senior parent, they have found community in their use of social media by joining parenting groups through Facebook. Parent A is not a part of any parenting social media group but is prone to retaining information through social media. When asked if receiving an online newsletter from the Oswego Bookmobile would be of interest, both parents used the word "helpful" to display their openness to communication.

Although both parents do not frequently visit the Oswego Bookmobile website, both showed interest in receiving communication from the organization. Social media was shown to be the most effective way to reach the parents interviewed. When asked about traditional media outlets, neither parent seemed particularly interested. However, Parent A stated that she listens to local radio stations; Parent B follows iHeartOswego, a digital hyperlocal news outlet. For messaging, stating the additional and specific offerings of the bookmobile could incentivise these

parents to visit with their children. Trusted messengers for these parents include Oswego County Opportunities, Catholic Charities, Youth Bureau, and locally owned businesses.

In-Depth Interviews - Supporters

Supporters are a key target audience to the Oswego Bookmobile, which they have identified as volunteers, donors, and local organizations willing to spread their messages. We interviewed four representatives of this audience. Our interview guide was a series of 24 questions, several of which included follow-up prompts. The interviews started with background questions related to the interviewees value as subject representatives, and were followed by questions related to messages, messengers, and communication channels. Our first two in-depth interviews were with co-founders John Hill and John Solazzo of John & John's Bike and Skate Shop. These two interviews were held at their business, at 2 p.m. and 3 p.m. respectively. Our third interview was with a SUNY Oswego education student, and was held over Zoom. For our fourth interview, we spoke with local middle school teacher Dan Rose, also over Zoom.

All four interviewees live in Oswego, with the student having a temporary residency. All interviewees also have a connection to Oswego through their professional life. The skate shop is located in Oswego, Rose teaches in Oswego, and the student interviewee attends SUNY Oswego. All have interactions with children through their professions, and all but the student have interactions with Oswego parents. Both Rose and the skate shop owners were already aware of the bookmobile. Rose holds a volunteer position with bookmobile, as he serves as community advisor for their student advisory council. Solazzo and Hill had seen the bookmobile around town before, and donated in the summer of 2022 to one of the bookmobile's fundraisers.

All interviewees feel passionately about children having access to reading materials at their level, and recognize the disadvantages that result from not reading frequently during childhood. Interviewees mentioned the cost of books, lack of access or knowledge on how to find free materials, lack of interest, and equating reading with school work as barriers to children. When asked about community events, all respondents stated they believe free ones are beneficial to children. Respondents with longer and more permanent ties to Oswego stated they had witnessed an increase in free events in recent years. However, promotion was identified as an issue, with one stating "I usually attend events I hear about, I just don't hear about that many." Respondent's involvement with community events in a professional manner was overwhelmingly dependent on the mission of the organization and the benefit it provides to the community. The skate shop co-founders were especially motivated by activities that benefit at-risk youth, and identified the YMCA, Youth Center, local skate park, and the Skateboard Jam as ways to positively influence youth. All respondents were motivated to be involved with a nonprofit that gives back to the community and provides a service to an audience they support. All respondents also stated that transparency in how donations are used largely determines their willingness to donate.

When asked about trusted sources of information, SUNY Oswego, Oswego City School District, the public library, and established local businesses and business owners were identified. Social media was the primary way three interviewees interacted with their trusted sources, specifically through Facebook and Instagram. On Facebook, the group "you know you are from Oswego when" and the iHeartOswego page were noted as trusted sources. As a teacher, Rose

actively avoids having a social media presence and receives most of his information from the teachers union and Oswego Classroom Teachers Association. Respondents had minimal interest in following local political leaders online. One interviewee felt local newspapers were a trusted source, while another felt they were "bought," and preferred social media. All respondents felt they were more likely to become involved with something their trusted sources endorsed.

As potential messengers of information to parents themselves, both the local business owners and the local teacher frequently received requests from parents about information in the community. The sports shop owners are actively involved in community events aimed at children, especially those that get children active. While they feel that the bookmobile aligns with their mission to better their community, irrelevancy to their businesses was noted as a potential barrier to partnership with a nonprofit or participation in an event. However, it was mentioned that they are willing to display fliers, share information on social media, and that a bookmobile event related to sports would be especially appealing to them and their audience. From our teacher interview, no school regulations would prevent them from distributing information to parents. However, they did note that they have never received fliers from Oswego Bookmobile for distribution. Summer break was mentioned as a more challenging time for teacher involvement as a messenger.

For communication channels, word of mouth and social media were preferred the most. The main social media platforms mentioned by respondents were Facebook, Instagram, TikTok, YouTube, and Twitter, with Facebook mentioned the most frequently. The student respondent did not mention word of mouth communication, and felt social media, TV, and fliers would be effective ways to reach other supporters. All interviewees appreciated physical reminders, such as fliers, for events. One stated "seeing something visually makes me want to attend more," and another commented on how they "need to see something three times" before they commit it to memory. All stated that event reminder emails were acceptable, however three of the interviewees felt their frequency must be sent cautiously. While word of mouth was a preferred form of communication, one stated that a phone call was the least effective way to reach them. The appeal of text reminders varied, with one respondent showing little interest and two preferring them over email. All showed interest in a newsletter, but preference on frequency varied from once a month to every Sunday or Monday night.

Overall, the respondents were supportive of the Oswego Bookmobile and its mission. When creating messages for supporters, transparency in use of donations and describing the specific benefit to children and the community is necessary. Who interviewees trusted as a messenger varied, but SUNY Oswego and established local businesses were preferred. Preference on communication channels also varied, which may require a wider distribution of messages and the option to choose a preferred contact method. As word of mouth was favored, speaking in person to potential supporters is beneficial. Physical distribution materials seem the most beneficial for reaching supporters and the audience of supporters themselves.

Survey

In order to source more information from potential supporters, volunteers, and/or donors, we conducted an online survey for SUNY Oswego students. A total of 12 students responded to the survey remotely and at their convenience. As far as demographics, the average age of

respondents was 25.9, with the majority, 4, identifying themselves as 21. The majority of respondents, 83.3%, also identified themselves as female. The entirety of the sample are SUNY Oswego seniors, with varying affiliation with the city of Oswego. Specifically, 41.7% of respondents lived outside of Oswego County, but work or attended school in the city of Oswego, 33.3% are Oswego residents; and 25% have no current direct affiliation with the city of Oswego. When asked about their household income, 41.7% responded with below \$30,000. 33.3% responded with above \$100,001, 8.3% responded with \$30,001-\$40,000 and \$40,001-\$50,000, and less than 8% responded with \$70,001-\$100,000. Half of the respondents currently have no children under the age of 14. 33.3% said they have one, 8.3% have 5 or more, and less than 8% responded that they have two.

The next part of the survey asked questions regarding messages and communication channels. We asked respondents on a scale from 1-5, with 5 being extremely likely, how likely are they to volunteer in the next year. 2 respondents selected 1, 4 responded with 3, 4 responded with 4, and 2 responded with 5. When choosing an organization to volunteer with, many students expressed interest in flexible time commitment, the organization aligning with personal career goals/major, certification of volunteer hours, and extending networks. Every single respondent found reading materials in homes to be important or extremely important in childhood development and education. Also, all respondents stated that they are either likely or extremely likely to visit an organization's social media before working with them or attending their events. Half of these respondents have already donated to a nonprofit through social media in the past. When asked how they prefer to become aware of local events, 100% of respondents selected social media as one of their preferences. Other preferences included flyers (58.3%), emails (41.7%), and seeing the events in person (33.3%). Along with that, 100% of respondents selected social media as a preference when finding opportunities if they must volunteer. Other preferences included friends/family recommendations (66.7%) along with teacher recommendations (41.7%). Many of respondents were not aware or familiar with Oswego Bookmobile prior to the survey however, 75% of respondents expressed that they would be likely to bring a child to a free-to-access mobile library if it stopped in their neighborhood.

From these results, we can conclude that the majority of SUNY Oswego students surveyed are seniors that are regularly in the City of Oswego who are likely to volunteer within the next year. Furthermore, a significant portion of respondents expressed interest in the key messages of the Oswego Bookmobile, and with increased awareness about the organization, can be motivated to actively participate. In addition, if the Oswego Bookmobile was present in their neighborhood, they would bring children they know to the bookmobile. The survey indicates that the majority of these potential volunteers are the most accessible through social media platforms. They are likely to donate through social media as well as find out information about nonprofit organizations and their events through their social media pages.

Planning

Based on our research, we were able to conclude that we will be focusing on two target audiences for our campaign. With our goals, objectives, messaging strategies, and tactics, we aim to reach parents as well as potential Oswego Bookmobile supporters in the Oswego County area. In the following section, we will discuss how we plan on doing so as well as provide specific rationale as to why we believe these are efficient and effective suggestions.

Goals and Objectives

Goal 1: Increase awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

Rationale: Our research indicates that potential supporters and volunteers are not widely informed of the Oswego Bookmobile's mission and volunteer opportunities. Furthermore, parents are not well informed on the additional services and activities the bookmobile offers.

Objective 1: Educate 500 members of the Oswego County community about the importance of accessible reading materials for children by September 2023.

Rationale: To spread awareness of and foster relationships with the Oswego Bookmobile, the community must be aware of the importance of the organization.

Objective 2: Inform 500 parents with children in Oswego City School District about the Oswego Bookmobile's additional services and activities by June 23.

Rationale: Parents are an essential way to reach the children targeted by the organization. Our research shows parents are motivated by the additional activities the bookmobile offers. June 23 is the last day of school for the district.

Objective 3: By September 2023, secure pledges to support the bookmobile's mission and activities by at least five of the following local organizations: SUNY Oswego Dept. of Childhood Education, WNYO, Youth Bureau, John & John's Bike & Skate Shop, YMCA, Rivers End Bookstore, iHeartOswego, Children's Museum of Oswego, Catholic Charities, OCO, Oswego Classroom Teachers' Association, Oswego Youth Services, Oswego Youth Basketball Association, Youth Sports Organization, and 4-H Clubs.

Rationale: Our research indicates that potential supporters' core values and attitudes align with the organization's mission, yet a lack of awareness about the bookmobile prevents them from forming a strong opinion or official partnership.

Goal 2: Increase the Oswego Bookmobile's social media presence and activity.

Rationale: Our research concluded that the most effective way to reach target audiences is through social media, specifically Facebook.

Objective 1: Increase the number of impressions and engagements on the Oswego Bookmobile's Facebook, Twitter, and Instagram accounts by 15% in four months.

Rationale: Increased engagements will result in increased awareness regarding the Oswego Bookmobile.

Objective 2: Increase the number of social media followers across all Oswego Bookmobile platforms by 15% in four months.

Rationale: To achieve consistent online engagements, followers across all platforms should be gained.

Objective 3: Within 4 months, increase by 10% the number of local organizations sharing Oswego Bookmobile's social media messages.

Rationale: Local businesses have been shown to be a trusted source for messages. Local businesses also offer a wider audience for the bookmobile's messages.

Goal 3: Increase community involvement with the Oswego Bookmobile.

Rationale: The bookmobile's board wishes to expand to service the rest of the county, yet our research indicates that the Oswego Bookmobile currently struggles with sourcing volunteers. Some local parents are hesitant to interact with the bookmobile, and potential supporters are unsure of what they could do to be involved.

Objective 1: In four months, raise volunteer participation of college students at the Oswego Bookmobile by 2.

Rationale: The Oswego Bookmobile intends to grow in reach over the next several years, which will require more volunteers. The number of volunteers the bookmobile currently has is not enough to manage their social media and community outreach needs.

Objective 2: Educate 500 potential volunteers in the Oswego County community about the benefits of volunteering at and supporting the Oswego Bookmobile by September 2023.

Rationale: Our research indicates that there are a large number of potential volunteers in the Oswego County area that would be willing to support the organization.

Objective 3: Increase the number of education and literary experts supporting the Oswego Bookmobile by 2 in four months.

Rationale: Our research indicates that the support Oswego Bookmobile receives from education professionals such as local teachers and volunteers are essential to the success of the organization.

Message Strategies

To achieve the goals of this campaign, we will employ a variety of action strategies. These include a focus on organizational performance, audience participation, sponsorships, and special events. We will further employ the use of ethos, pathos, and logos by using effective

messengers and appealing to reason and emotion in our messaging.

Message Strategy for Goal 1: In order to increase awareness regarding the existence, mission, and services of the Oswego Bookmobile, a focus on organizational performance is necessary. This goal further requires using both rational and emotional appeals in messages.

Rationale: By creating new messages and altering how they are received, the bookmobile can demonstrate a mutually beneficial relationship exists when interacting with or supporting the bookmobile. Our research indicates that community members are motivated by the mission to help children, which can be leveraged. The bookmobile's positive contributions, such as decreasing the summer reading slide and providing entertainment opportunities need to be elevated in the bookmobile's messaging. This includes the STEAM activities and the range of activities available for different age groups, as these have been found to be important to parents.

Message Strategy for Goal 2: In order to increase the Oswego Bookmobile's social media presence and activity, a focus on messenger source credibility, charisma and control is required. By securing credible sponsorships, the messages will be more effective. In addition, a focus on audience participation, special events, and organizational performance is necessary.

Rationale: From our research, we have discovered that by leveraging the trusted sources in the community of our target audience, we can increase involvement or participation with the bookmobile. These include the organizations identified under Goal 1 Objective 3, but especially SUNY Oswego and their staff. By appealing to the bookmobile's online audience's interests, social media participation can increase. The bookmobile can also generate audience participation through offering different special events, as this has been found to motivate parents. Adaptation by adjusting the bookmobile's social media strategy is required to achieve this goal.

Message Strategy for Goal 3: In order to increase community involvement with the Oswego Bookmobile, a focus on organizational performance, sponsorship, and special events as strategies are necessary. Messages for this goal will appeal to reason and emotion.

Rationale: Adaptation of the bookmobile's internal strategy is necessary to best appeal to target audiences and demonstrate their value. Using identified trusted organizations in the community, seen in Goal 1 Objective 3, will gain the bookmobile visibility among target audiences. Our research indicates that both target audiences can be motivated to care about the bookmobile so long as the bookmobile can effectively communicate that its mission and services are relevant to them, their children, or their target public. Our research also indicates that the Oswego Bookmobile benefits from community partnerships and that local organizations are also invested in helping at-risk children. By participating in the trusted sources events, the bookmobile can further gain the attention of the community.

Tactics

Goal 1: Increase awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

Message Strategy for Goal 1: In order to increase awareness regarding the existence, mission, and services of the Oswego Bookmobile, a focus on organizational performance is necessary. This goal further requires using both rational and emotional appeals in messages.

Objective 1: Educate 250 members of the Oswego County community about the importance of accessible reading materials for children by September 2023.

Tactics:

- Host a tabling session and hand out flyers before and after events at the Oswego City School District elementary schools, such as their band concerts- Announce on social media.
- Partner with the Dept. of Education at SUNY Oswego and provide them with brochures.
- Present a speech as a guest in classrooms at SUNY Oswego, and hold a seminar to share the mission and progress of the Oswego Bookmobile.

Objective 2: Inform 250 parents with children in Oswego City School District about the Oswego Bookmobile's additional services and activities by June 23.

Tactics:

- Create an informational bookmark, brochure, and infographics to be used for posts on social media as well as print distribution materials at events. Include elements such as charts, statistics and advantages associated with interacting with the bookmobile.
- Reach out to elementary schools in the Oswego City School District and send home distribution materials such as flyers in report cards. Ask teachers to send materials home with students.
- Reach out to local news sources. Send a press release announcing the start of the summer events and major events. Send a feature article to local news outlets.

Objective 3: By September 2023, secure pledges to support the bookmobile's mission and activities by at least five of the following local organizations: SUNY Oswego Dept. of Childhood Education, WNYO, Youth Bureau, John & John's Bike & Skate Shop, YMCA, Rivers End Bookstore, iHeartOswego, Children's Museum of Oswego, Catholic Charities, OCO, Oswego Classroom Teachers' Association, Oswego Youth Services, Oswego Youth Basketball Association, Youth Sports Organization, and 4-H Clubs.

Tactics:

- Send email pitches to targeted organizations with link to website and infographic as well as what the Oswego Bookmobile would need from them as far as a pledge.
- Visit each business' location to make an appeal in person and provide them with flyers.
- Reach out to Mayor Billy Barlow and request that he puts a call for action on his social media accounts.

Goal 2: Increase the Oswego Bookmobile's social media presence and activity.

Message Strategy for Goal 2: A focus on messenger source credibility, charisma, and control is necessary to boost Oswego Bookmobile's social media presence and activity. The messages will be more potent if reputable organizations support them. Additionally, Bookmobile must pay attention to special events, audience participation, and organizational performance.

Objective 1: Increase the number of impressions and engagements on the Oswego Bookmobile's Facebook, Twitter, and Instagram accounts by 15% in four months.

Tactics:

- Involve the audience by starting a conversation and soliciting their opinions. To entice comments, use polls, prizes, Q&As, and captions with open-ended questions.
- In posts, promote the hashtag #OswegoBookmobile, and produce content that invites parents to share their experience with the bookmobile.
- Assign a volunteer or staff person to publish videos and images of the bookmobile's daily operations, events, and guests.
- Set up a general content calendar.

Objective 2: Increase the number of social media followers across all Oswego Bookmobile platforms by 15% in four months.

Tactics:

- Invite local business owners to be guest readers and collaborate with them on Instagram posts.
- Create a social media "reader of the week/month" feature with parental consent; invite iHeartOswego to showcase the chosen child on their site.

Objective 3: Within 4 months, increase by 10% the number of local organizations sharing Oswego Bookmobile's social media messages.

Tactics:

- Participate in the events of local organizations that support the bookmobile, such as the Skateboard Jam.
- Park the bookmobile outside of local businesses for one day events. Offer books with similar themes or relevant content to the business.
- Follow other organizations' social media accounts and form a reposting relationship. Discuss reciprocity.

Goal 3: Increase community involvement with the Oswego Bookmobile.

Message Strategy for Goal 3: In order to increase community involvement with the Oswego Bookmobile, a focus on organizational performance, sponsorship, and special events as strategies are necessary. Messages for this goal will appeal to reason and emotion.

Objective 1: In four months, raise volunteer participation of college students at the Oswego Bookmobile by 2.

Tactics:

- Provide volunteer incentives such as college credit from local colleges.
- Collaborate with department advisors at local colleges to facilitate student outreach.
- Send a PSA and press release to the college radio station and college newspaper.

Objective 2: Educate 250 potential volunteers in the Oswego County community about the benefits of volunteering at and supporting the Oswego Bookmobile by September 2023.

Tactics:

- Post flyers promoting the bookmobile and its search for volunteers throughout SUNY Oswego; local businesses, churches, and nonprofits.
- Dispatch volunteers and or members of the Oswego Bookmobile staff to career fairs/SUNY Oswego events.

Objective 3: Increase the number of education and literary experts supporting the Oswego Bookmobile by 2 in four months.

Tactics:

- Host a call to action guest speaker event at the Oswego Teachers Association.
- Initiate contact with the Oswego School District to explore opportunities for collaboration, particularly in relation to teacher outreach efforts with regard to volunteering.

Evaluation

After completion of the Moving Minds: The Bookmobile Awareness Drive campaign plan we will need to evaluate its impact on our target audiences. We will need to rely on evaluation strategies in order to determine this. Our three main goals within this campaign were to increase awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile, increase the Oswego Bookmobile's social media presence and activity, and to increase community involvement with the Oswego Bookmobile. The duration of our evaluation methods will vary for each depending on the variables we are studying. Some methods will require monitoring throughout the duration of the campaign and the others will take place immediately after.

For our first goal of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile, we will conduct follow-up in-depth interviews

with target audiences including both parents and potential supporters. This will determine whether or not these groups were influenced by outreach efforts and tactics. For our second goal of increasing the Oswego Bookmobile's social media presence and activity, we will be required to monitor social media platform analytics including engagement and impressions to determine the effectiveness of our implemented tactics on social media audiences. Through this, we will be able to find conclusive statistics that map out any increases in engagement and impressions over the course of the campaign plan. For our third goal of increasing community involvement with the Oswego Bookmobile, we will rely on two evaluation methods. The first method will be re-distributing the original survey to SUNY Oswego students. This will monitor any changes in overall potential supporter behavior towards the Bookmobile and volunteer/involvement growth. The second method will involve analyzing the growth in overall community volunteers, partnering businesses, literary expert applicants, and pledges to support the Oswego Bookmobile from local organizations and businesses.

Overall, we believe that these will be the most effective and accurate methods of evaluation. We plan on implementing these throughout and after the duration of the campaign. Repeating audience analysis methods will ensure results that reflect any behavior or attitude changes towards the Oswego Bookmobile from selected target audiences. This will determine if the campaign is successful and if any tactics that we implemented should be continued or expanded on.

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Appendix A: In-Depth Interview Guide for Supporters

In-depth Interview Guide for Oswego Bookmobile Supporters

This interview aims to understand the targeted audiences of the Oswego Bookmobile, a nonprofit that provides free books to local youth to encourage literacy. This interview will establish information on the target audiences, messages disseminated, and communication channels used, resulting in public relations initiatives. The information gathered here will allow us to develop communication plans unique to the Oswego Bookmobile. The campaign aims to create awareness and extend the program to provide children with free books across Oswego County.

Section I: Credentials

1. What is your relationship with the city of Oswego? (e.g. grew up, work, live, or have family there?)
2. What is your occupation?
 - a. How long have you been doing this work?
3. What is the primary age of the people you teach/serve/target through your occupation?
4. How often do you interact with parents or children through this occupation?
5. Have you heard of Oswego Bookmobile outside of our communications?
 - a. If so, where or from whom did you hear about it?
 - b. Have you interacted with the bookmobile's staff before?
 - i. If so, how was the experience?

Section II: Messages

1. How important do you feel it is for children to have access to books at their reading level?
 - a. Why is it essential for children to have access to reading material?
 - b. Why do you think some students lack access to reading materials outside of the classroom?
 - i. What characteristics do you think they share?
2. In your opinion, are free community events beneficial to children?

- a. Do you feel the Oswego community hosts enough free events for children?
 - b. What community events have you or your organization participated in?
 - c. What community events would you like to see yourself or your organization participate in?
 - d. How many people would an event need to attract to make you or your organization want to participate?
3. What prevents you or your organization from partnering with nonprofits such as the Oswego Bookmobile?
 - a. What do you feel you need to know before partnering, volunteering, or donating to them?
 4. What could a nonprofit say that would make you want to donate to them or volunteer your time?
 - a. What Oswego Bookmobile activities would prompt you to consider donating to it?
 - b. How important is it to you to be told how your donation was used?
 5. What characteristics of a nonprofit would make you want to support them in an official capacity, such as a partnership? (e.g. their audience served, specific benefit to the community, how much media attention they earn)
 6. Do you feel Oswego Bookmobile's mission to encourage literacy in children aligns with your organization's mission or vision for the community?

Section IV:

1. Who are your trusted sources of news/information in the community/ Oswego?
2. What social media accounts do you get most of your information from about what is happening in Oswego?
 - a. What locally-focused accounts do you interact with the most online?
 - b. What type of content of theirs do you enjoy the most?
3. Do you follow Mayor Barlow's social media pages?
 - a. Are there any other community leaders that you follow?
4. Do parents/your customers/those you serve ask you for information on the community, programs, or events?

5. What are some people, organizations, or businesses in Oswego that you trust?
 - a. Does their sponsorship of an event make you more likely to attend or get involved?
6. What would prevent you from sharing event information about the Oswego Bookmobile with your organization's audience?
7. Would you recommend the bookmobile to your audiences, or share their flyers with them?

Section IV: Communication Channels

1. What social media platforms do you frequently use?
2. Are you a part of any online communities (e.g. Facebook groups), targeted at Oswego residents?
 - a. What are the names of the groups?
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV, magazines)?
 - a. Are there any that you think are more effective for reaching parents?
 - b. Are there any that you think are more effective for reaching other potential supporters?
4. What do you think about email reminders for local events?
 - a. What about flyers?
 - b. What about text reminders?
5. How do you prefer to hear about local events?
 - a. How do you prefer to be reminded?
6. Would an online newsletter about the Oswego Bookmobile interest you if you were a donor, volunteer, or partner?

Do you have any final thoughts or comments?

Thank you for your time and support in collecting primary research data to help improve the messaging and programs presented by the Oswego Bookmobile.

Appendix B: In-Depth Interview Transcripts for Supporters

In-Depth Interview with SUNY Student:

Section I: Credentials

1. What is your relationship with the city of Oswego? (e.g. grew up, work, live, or have family there?) **I am a student at SUNY Oswego, living on campus.**
2. What is your occupation? **I am a full time SUNY Oswego education student, part-time caregiver and student teacher for the Syracuse school district.**
 - a. How long have you been doing this work? **Been an Oswego student and student teacher for two years. Caregiver for 3 years.**
3. What is the primary age of the people you teach/serve/target through your occupation? **Middle school and High School, grades 7-12.**
4. How often do you interact with parents or children through this occupation? **Never interact with parents, I interact with children once a week through student teaching.**
5. Have you heard of Oswego Bookmobile outside of our communications? **No.**

Section II: Messages

1. How important do you feel it is for children to have access to books at their reading level? **So important, kids need to read. I didn't read much growing up and regret it now as an adult.**
 - a. Why is it essential for children to have access to reading material? **It is really important for their development and will help them as adults if they are experienced readers.**
 - b. Why do you think some students lack access to reading materials outside of the classroom? **Lots of children lack access to books due to lack of knowledge of where to find them and unwillingness to visit the public library without parent/teacher guidance.**
 - i. What characteristics do you think they share? **A possible lack of motivation and knowledge of where to find materials.**
2. In your opinion, are free community events beneficial to children? **Yes.**

- a. Do you feel the Oswego community hosts enough free events for children? **They could probably do more.**
 - b. What community events have you or your organization participated in? **I attend and participate in school events mostly, but as far as community events, I recently attended the St.Patrick's Day Parade.**
 - c. What community events would you like to see yourself or your organization participate in? **I usually attend events I hear about, I just don't hear about that many.**
 - d. How many people would an event need to attract to make you or your organization want to participate? **It doesn't matter to me. I go to anything that I find interesting.**
3. What prevents you or your organization from partnering with nonprofits such as the Oswego Bookmobile? **Time and not hearing about them.**
 - a. What do you feel you need to know before partnering, volunteering, or donating to them? **Their cause or mission.**
 4. What could a nonprofit say that would make you want to donate to them or volunteer your time? **Make their cause known, show how they support their community.**
 - a. What Oswego Bookmobile activities would prompt you to consider donating to it? **Anything community based or group-oriented events.**
 - b. How important is it to you to be told how your donation was used? **I think that's pretty important, I'd like to know what the money goes towards.**
 5. What characteristics of a nonprofit would make you want to support them in an official capacity, such as a partnership? (e.g. their audience served, specific benefit to the community, how much media attention they earn) **If I see things on social media I'm pretty likely to get involved. As long as it serves the community or an audience I want to support.**
 6. Do you feel Oswego Bookmobile's mission to encourage literacy in children aligns with your organization's mission or vision for the community? **Yes, absolutely.**

Section IV: Messengers

1. Who are your trusted sources of news/information in the community/ Oswego? **SUNY Oswego school emails or publications. I also see a lot of flyers around about events.**
2. What social media accounts do you get most of your information from about what is happening in Oswego? **SUNY Oswego affiliated Instagram accounts. That's all I follow related to the Oswego community.**
 - a. What type of content of theirs do you enjoy the most? **Interactive posts.**
3. Do you follow Mayor Barlow's social media pages? **No.**
 - a. Are there any other community leaders that you follow? **No.**
4. Do parents/your customers/those you serve ask you for information on the community, programs, or events? **Not really.**
5. What are some people, organizations, or businesses in Oswego that you trust? **SUNY Oswego sources and the Oswego Public Library.**
 - a. Does their sponsorship of an event make you more likely to attend or get involved? **Yes.**
6. What would prevent you from sharing event information about the Oswego Bookmobile with your organization's audience? **If it's an event I am not interested in attending, I probably wouldn't share the information.**
7. Would you recommend the bookmobile to your audiences, or share their flyers with them? **Yes!**

Section IV: Communication Channels

1. What social media platforms do you frequently use? **Instagram, Twitter, and TikTok.**
2. Are you a part of any online communities (e.g. Facebook groups), targeted at Oswego residents? **No.**
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV, magazines)? **I am just subscribed to SUNY Oswego sources.**
 - a. Are there any that you think are more effective for reaching parents? **Social Media and TV is probably the best.**
 - b. Are there any that you think are more effective for reaching other potential supporters? **"Social media and TV here too, flyers can also be helpful."**

4. What do you think about email reminders for local events? **Yes.**
 - a. What about flyers? **Yes.**
 - b. What about text reminders? **Not as much as the other two, seeing something visually makes me want to attend an event more.**
5. How do you prefer to hear about local events? **Email, social media, flyers.**
 - a. How do you prefer to be reminded? **Email, flyers.**
6. Would an online newsletter about the Oswego Bookmobile interest you if you were a donor, volunteer, or partner? **Yes.**

Do you have any final thoughts or comments? **Oswego Bookmobile is really cool, I'm happy to have heard about it now.**

In-Depth Interview with John Solazzo, business owner:

Section I: Credentials

1. What is your relationship with the city of Oswego? (e.g. grew up, work, live, or have family there?) **I grew up here, went to college here, and own a business here.**
2. What is your occupation? **Sports shop owner.**
 - a. How long have you been doing this work? **2 years.**
3. What is the primary age of the people you teach/serve/target through your occupation? **Late elementary school to young adults.**
4. How often do you interact with parents or children through this occupation? **Every day basically.**
5. Have you heard of Oswego Bookmobile outside of our communications? **Yes.**
 - a. If so, where or from whom did you hear about it? Just seeing it all over town. Word of mouth. Are you affiliated with the Little Free Library? **No, that is a separate program but another great resource. Oh, we donated to the bookmobile last summer.**
 - b. Have you interacted with the bookmobile's staff before? **Possibly, I'm not sure who exactly we talked to.**

- i. If so, how was the experience? **They were friendly, and seemed like a good cause.**

Section II: Messages

1. How important do you feel it is for children to have access to books at their reading level? **Very. Being able to read just opens so many doorways.**
 - a. Why is it essential for children to have access to reading material? **It allows them to form their own opinions.**
 - b. Why do you think some students lack access to reading materials outside of the classroom? **The obvious answer is finances, but I think a lot of it comes down to interest. I grew up going to the Oswego library, I frequently went there through 8th grade. It's cool that there are so many opportunities for kids to get reading material in the city. I remember when I was in school I didn't always have interest, there were lots of days when I wasn't interested. Separating it from stories and assignments is hard. I have a book I am reading right now, I never read in my teenage years for fun. It's not a chore. I read it for the imagination aspect. The few times I had books and enjoyed the topics I flew through them. I wouldn't want to read 30 pages of assigned reading. What stopped me from going after school, it was interest change. My friends and I got to an age where we were trusted to be alone, so it was interest change. I went to hang out with friends.**
 - i. What characteristics do you think they share? **If there were more programs that were suited just for kids' interest, it would help. Forced reading turns you away from reading. It's a chore, not fun. Some books are a whole new world, and kids see that. I didn't have the brain capacity to visualize books until I was 13-14. Growing up I read the words on the page but now it is a movie. What they do have in common, they don't have reading material that suits or interests them.**
2. In your opinion, are free community events beneficial to children? **Absolutely.**

- a. Do you feel the Oswego community hosts enough free events for children? **There are a lot more now, but I am not sure how many there are.**
 - b. What community events have you or your organization participated in? **We offer skate lessons through the YMCA and Youth Center. We also participated in the grand opening of the skate park. We try to participate in anything community focused that we can. This summer we are working on bringing a Skateboard Jam to the skatepark.**
 - i. Can you tell me about the Skateboard Jam? **It should be one of the biggest skate events on the coast, and attract big name skateboarders. It will be a great event for the public, can you imagine being a kid and going to a Skateboard Jam? I got treated as a celebrity by kids when I was doing college hockey, I think the event will allow kids to meet skateboard celebrities and it will really imprint on them. Meeting prestigious players as a kid greatly influenced me.**
 - c. What community events would you like to see yourself or your organization participate in? **Any, so long as the mission benefits the community in a way we morally agree with.**
 - d. How many people would an event need to attract to make you or your organization want to participate? **It's not about the amount of people, it's about what it is supporting.**
3. What prevents you or your organization from partnering with nonprofits such as the Oswego Bookmobile? **The cost, or not knowing exactly what is needed or their mission.**
 - a. **What do you feel you need to know before partnering, volunteering, or donating to them? Their message. If we agree with it or not. If they explain we will know if it is something we stand behind. If someone wanted a donation for something political or religious we might not want to get behind.**
 4. What could a nonprofit say that would make you want to donate to them or volunteer your time? **Thoroughly explaining their message. Especially if it helps people in need.**
 - a. What Oswego Bookmobile activities would prompt you to consider donating to it? **I'm not sure, probably knowing exactly what they are doing to help kids.**

- b. How important is it to you to be told how your donation was used? **Extremely.**
5. What characteristics of a nonprofit would make you want to support them in an official capacity, such as a partnership? (e.g. their audience served, specific benefit to the community, how much media attention they earn) **Our main goal is to help disadvantaged children in need, books, sporting equipment, anything they normally wouldn't have the funds to do. Or getting people outside doing stuff. Kristina's House of Hope, helps those in domestic situations, addicts that happen to be women. I fix their bikes for free. The people they serve are never going to come directly in here, but hopefully it gets them out there, riding every day, falling in love with the sport and getting healthy. Biking is a way to free your mind from what is happening at home. There is a guy in Syracuse that "adopted" kids, and he brings us five junk bikes and asks us to fix them up so kids can have fun.**
6. Do you feel Oswego Bookmobile's mission to encourage literacy in children aligns with your organization's mission or vision for the community? **Yeah. It aligns with what we want for the community.**

Section IV: Messengers

1. Who are your trusted sources of news/information in the community/ Oswego? **City officials and other business owners.**
2. What social media accounts do you get most of your information from about what is happening in Oswego? **The only ones are "You know you are from Oswego when," and "I Heart Oswego" for business and political updates. "You know you are from Oswego when" is sensationalism, but "I Heart" is about what is actually happening. "You know you are from Oswego when" allows anyone to post, gives anyone a platform. So it offers good insight into what is actually happening in the community.**
- a. What type of content of theirs do you enjoy the most? **More so updates on news or around town. I Heart is nice because they go to every event in the area, so it is nice to know what is going on. The "you know you are from Oswego when" is very diverse, can be anything, and is more entertaining, you can get nostalgia, drama, nice things.**
3. Do you follow Mayor Barlow's social media pages? **Yes.**

- a. Are there any other community leaders that you follow? **No.**
4. Do parents/your customers/those you serve ask you for information on the community, programs, or events? **Yes. The semi-professional lacrosse team, the new shuffle boards, I helped set them up. The special needs hockey team, I helped with that. We get a lot of people coming to us to ask for info, the best places to skate, the best places for this or that. When you own a skate shop, people ask you for info on everything.**
5. What are some people, organizations, or businesses in Oswego that you trust? **Bodified, JP Jewelers, Comic Shop, East Coast Seal Coat, Sub Shop, Burke's Home Center.**
 - a. Does their sponsorship of an event make you more likely to attend or get involved? **Yes.**
6. What would prevent you from sharing event information about the Oswego Bookmobile with your organization's audience? **Just irrelevancy to the topic at hand. We are a sports store, we plan to keep skateboard books in here when we have room for it. We have some skateboarding books available, they explain the art history. Jim Phillips, he is the biggest skateboard artist of all time. Artist United, graffiti books, history, we plan to have books available from our distributors.**
7. Would you recommend the bookmobile to your audiences, or share their flyers with them? **Yes.**

Section IV: Communication Channels

1. What social media platforms do you frequently use? **YouTube is what I comment mostly on.**
2. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV, magazines)? **The newspaper in this town feels bought, or is not relevant. So social media and word of mouth is what I most use.**
 - a. Are there any that you think are more effective for reaching parents? **I think radio. Facebook's main target are parents. Instagram is more college kid age. Steaming is big, so if there are any that can be used, but a local focus would be difficult. The college radio, and local news.**

- b. Are there any that you think are more effective for reaching other potential supporters? **Word of mouth mostly.**
3. What do you think about email reminders for local events? **I don't mind them, but I prefer text. I prefer to keep my email to business. One email reminder is warranted, but if it is spammed. No one wants to get 10 email reminders before an event. I signed up for an email reminder about new boards, they sent me three in a day and it was too much so I unsubscribed.**
 - a. What about flyers? **They are an easy consistent reminder.**
 - b. What about text reminders? **I prefer text. Unless it is important.**
4. How do you prefer to hear about local events? **From people. If I do see or hear about it, Facebook or a flier.**
 - a. How do you prefer to be reminded? **Word of mouth. Sometimes I need to see things three times before I remember, so social media, getting your message out there on as many platforms as possible.**
5. Would an online newsletter about the Oswego Bookmobile interest you if you were a donor, volunteer, or partner? **An occasional email is okay, but it has to be actually relevant.**

Do you have any final thoughts or comments? No.

In-Depth Interview with John Hill, business owner:

Section I: Credentials

1. What is your relationship with the city of Oswego? (e.g. grew up, work, live, or have family there?) **Grew up here, went to school here from elementary to high school. Now own a business here.**
2. What is your occupation? **Sports shop owner.**
 - a. How long have you been doing this work? **2 years last week.**

3. What is the primary age of the people you teach/serve/target through your occupation? **Anywhere from 6 years old all the way to adults that are 50. But the main target is teenagers and young adults.**
4. How often do you interact with parents or children through this occupation? **Almost daily. Families come in here all the time.**
5. Have you heard of Oswego Bookmobile outside of our communications? **Yes.**
 - a. If so, where or from whom did you hear about it? **We were approached in 2022 to donate, and we did donate. So we spoke with one of the representatives then. It was the fundraiser from June 1st to the 26th of 2022. Friend's of the library Oswego bookmobile fundraiser.**
 - b. Have you interacted with the bookmobile's staff before? **Yes.**
 - i. If so, how was the experience? **It was good. They were kind, kind enough to where we didn't mind donating \$100, which is a decent donation for us as a small business.**

Section II: Messages

1. How important do you feel it is for children to have access to books at their reading level? **I think it is very important, whatever their reading level is. If they aren't able to access, they may fall behind their peers or not reach their full potential.**
 - a. Why is it essential for children to have access to reading material?
 - b. Why do you think some students lack access to reading materials outside of the classroom? **Books can be expensive, or kids don't know how to find them even if there are lots of resources.**
 - i. What characteristics do you think they share? **It's so diverse, some don't have interest, some don't know they have access. Some sit at home and don't know the library is out there for them or don't have transportation to get the books. The reasons can vary so much. It's lack of knowledge. I met a group of scooter kids, and they didn't know we had a skate shop in town. The comic shop has been here for 30 years, the same thing happens to them. Same with the library.**
2. In your opinion, are free community events beneficial to children? **Yes, absolutely.**

- a. Do you feel the Oswego community hosts enough free events for children?
Compared to when I was a kid, absolutely. The city has a life to it that I never had growing up. It never felt like one community before. Even this past year, there was the haunted trick or treat trail, face painting, activities all over the place.
- b. What community events have you or your organization participated in? **We did trunk or treat at the speedway, Where's Waldo from Rivers End Bookstore promotion, they hid Waldo around local businesses. It encouraged kids to get familiar with the bookstore and local businesses, and the kids were eligible to win prizes. We partner with free skate lessons through the YMCA, the 4th of July parade where we give away over 1000 stickers. The parade was fun. We are doing more skateboard lessons at the Youth Center, we are hoping to do them at the skatepark.. Not set it stone, but we should be doing it again this spring.**
- i. How many kids visit the skate park? **There were 1000 -1500 people at the grand opening, have to be 200-250 skaters going there a day. In the morning it is young kids, 4pm is when elementary kids get there, 7pm is when older kids go. 2023 is the first year it has actually been there. Kids from Utica, Rochester, Syracuse, Albany were all coming here. Oswego has one of the premier skateparks in the area now. That wouldn't be a bad spot for the bookmobile to set up. We are doing a Skateboard Jam, hopefully it will be one of the biggest in the North East, hopefully July 8th. It should attract big names in the sport, will have food, maybe live music.**
- c. What community events would you like to see yourself or your organization participate in? **Anything that aligns with our view, if we are explained what the mission is and it aligns with our view to better the community and help the community we are always interested.**
- d. How many people would an event need to attract to make you or your organization want to participate? **We have donated \$10 to \$700, we have put up flyers or boxes to increase awareness even if we can't donate financially.**

There was a person doing a cancer fundraiser, we couldn't donate, but we bought tickets for lunch and tried to do what we could to help. Even if it affects only one family, the cause is what is important.

3. What prevents you or your organization from partnering with nonprofits such as the Oswego Bookmobile? **Just running out of money, being a small and young business. We only have a certain amount to donate, but we are always willing to let people put up flyers or boxes in our shop. We don't always have enough to donate.**
 - a. What do you feel you need to know before partnering, volunteering, or donating to them? **Stuff that belittles people we don't want to support. We want to support good causes that help people without an agenda.**
4. What could a nonprofit say that would make you want to donate to them or volunteer your time? **That it helps the community directly.**
 - a. What Oswego Bookmobile activities would prompt you to consider donating to it? **Ones that have community involvement, we are more likely to donate if it goes directly back into the community. If you can give us x amount for y or z. So if x amount of dollars is going to provide these books, we are more likely to donate.**
 - b. How important is it to you to be told how your donation was used? **I think pretty important. There are exceptions, if we knew a nonprofit has a great message regardless of how they were going to use it, but most of the time it is important to know where the money is going. We didn't know exactly where the money we donated to cancer patients was going, but we knew where it was going generally.**
5. What characteristics of a nonprofit would make you want to support them in an official capacity, such as a partnership? (e.g. their audience served, specific benefit to the community, how much media attention they earn) **Nonprofits that target youth in trouble. John has fixed up 20-30 bikes for people that didn't have the means. Skateboard and bikes are also methods of transportation. One of the biggest things we have done is the partnership with the YMCA Youth Center, where we have donated 5 skateboards and 2 to 3 scooters. It's so tightly affiliated with what we**

want to do with the community. It was awesome getting them to have nice rides for the kids to use.

6. Do you feel Oswego Bookmobile's mission to encourage literacy in children aligns with your organization's mission or vision for the community? **Yes. Opening the skate park wasn't for us, it was for the kids that overdosed when we were growing up. Keeping kids outside and keeping them busy keeps kids away from drugs. That skate park is going to help so many kids to stay out of trouble and stay away from crime. Oswego youth didn't have much to do between 3-6 p.m, there is only so much mischief you can manage at a skatepark when you're busy. It happens when they are bored. The bookmobile aligns with our views.**

Section IV: Messengers

1. Who are your trusted sources of news/information in the community/ Oswego? **Other businesses, official sources.**
2. What social media accounts do you get most of your information from about what is happening in Oswego? **Facebook probably, I use Facebook more than anything else. Our facebook page interacts with the community, John and I hardly use our personal accounts for community interactions.**
 - a. What locally-focused accounts do you interact with the most online? **We don't directly interact with them, we interact with them on our personal pages but try to be careful with what our business comments on or interacts with.**
 - b. What type of content of theirs do you enjoy the most? **I don't go on there much.**
3. Do you follow Mayor Barlow's social media pages? **Yes.**
 - a. Are there any other community leaders that you follow? **I personally follow an alderman. But Barlow is the main one.**
4. Do parents/your customers/those you serve ask you for information on the community, programs, or events? **Frequently, John especially. John helped build the middle school biking trails, so he has been approached by people for things he can't even help them with.**
5. What are some people, organizations, or businesses in Oswego that you trust? **The Comic Shop, Bodified, local businesses that have been here a while.**

- a. Does their sponsorship of an event make you more likely to attend or get involved? **Yes.**
6. What would prevent you from sharing event information about the Oswego Bookmobile with your organization's audience? **We would share the information, post on our social or share a flier. We did have some comics in here through the comic shop, we saw that we have a shared audience, so we worked with Evan Coy who is the owner and gave the comics away. Just for brand recognition for him. We love doing that, if the bookmobile had extra books to give away or information about the nonprofit, we would distribute them through our shop. The books we get, and the comics we got, are more geared towards adults. We get *Thrasher* magazine that kids love. But the art history ones kids might like. It's something we are looking to do more this year, so time will tell what the kids like. If there is overlap with our customer's interests, we would share the info.**
7. Would you recommend the bookmobile to your audiences, or share their flyers with them? **Yes.**

Section IV: Communication Channels

1. What social media platforms do you frequently use? **Facebook, YouTube.**
2. Are you a part of any online communities (e.g. Facebook groups), targeted at Oswego residents? **Yes.**
 - a. What are the names of the groups? **"You know you are from Oswego when."**
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV, magazines)? **I honestly listen to ad free stuff, a lot of it is social media. I don't read the newspaper.**
 - a. Are there any that you think are more effective for reaching parents? **Young people are so on social media. Tik Tok is huge, Facebook reels are huge now. The bookmobile would probably reach a lot of families on Facebook reels, and Facebook stories.**
 - b. Are there any that you think are more effective for reaching other potential supporters? **It's probably just attending the events, making it known that you are there. I know so many events that would be willing to let the bookmobile**

set up, the fourth of July, Relay for Life, Pumpkinfest. It would be so easy to get permission for all these events.

4. What do you think about email reminders for local events? **A few are okay, but it's not my preferred method to be contacted.**
 - a. What about flyers? **Flyers are on par with text if not more. Flyers are a great way to communicate because you see it so many times, it is easy to remember if there is one up somewhere.**
 - b. What about text reminders? **They are very convenient, everyone has their phone on them. Text notifications are great for me.**
5. How do you prefer to hear about local events? **Word of mouth.**
 - a. How do you prefer to be reminded? **Text over email, or word of mouth. Person to person is where it is at. Those are the events me and John never miss.**
6. Would an online newsletter about the Oswego Bookmobile interest you if you were a donor, volunteer, or partner? **How often? It depends how frequently they email. If it was monthly, or bi monthly if there was a big event they had when there was big events. So a monthly newsletter for all updates and maybe one reminder email for big events. Like hey you are our partner on this, here is what is going on. But more than that is tough to get through.**

Do you have any final thoughts or comments? No.

In-depth interview with Dan Rose, teacher:

Section I: Credentials

1. What is your relationship with the city of Oswego? (e.g. grew up, work, live, or have family there?) **I currently live in Oswego with my family, I have three students in the Oswego City School District. And I have been working here for 23 years in the school system as a teacher.**
2. What is your occupation? (answered above)
 - a. How long have you been doing this work? (answered above)

3. What is the primary age of the children you teach and their grade? **They are 13 and 14 year olds in eighth grade.**
4. So you are interacting with them all day long then? **All day.**
5. Have you heard of Oswego Bookmobile outside of our communications? **Oh yes, I have. I believe the first time I heard of it was when they were getting it started. So they were asking for a grant and I had heard through the grapevine that it was happening. So, you know, I was getting excited through that. I heard about it through the school district, basically.**
 - a. If so, where or from whom did you hear about it? (answered above)
 - b. Have you interacted with the bookmobile's staff before? **Yes, currently I am in the role of student bookmobile relations. I guess we'd call it student bookmobile relations or something like that. School district bookmobile relations.**
 - c. What is that, can you explain your role more? **We meet with a group of students that was hand picked by us, or actually they volunteered some of the students from the district to be on the board of directors with those students. We meet monthly to talk about the bookmobile, what books we might promote that month, talk about that book, what changes in the bookmobile we are looking to make in the coming summer. And we also talk about a summer book club that we want to heavily promote, which is one book we give out free to whoever wants it throughout the district. Usually it's a secondary book, so the club is aimed at grades 6 through 12. And so those students who email us, receive a free book, read it, and then meet with us one day during the summer to talk about the book. This is a student-led group.**
 - i. They have the opportunity to choose the books the bookmobile offers? **Yeah, they chose last year's book which was One of Us is Lying.**
 - ii. If so, how was the experience? (sorta answered above)

Section II: Messages

1. How important do you feel it is for children to have access to books at their reading level? **Oh boy, I could go on about that one. Very, obviously. Especially in the**

summer when the summer reading drop off is significant. Not only middle-level students, but elementary students as well. So the bookmobile bridges that gap. We're hoping more and more for those kids that can't get to books or don't have books in their house, they're able to get a book a week, and it really helps kind of close that gap in the summer when students need to read more than ever

- a. Why is it essential for children to have access to reading material? Literacy is the main component, trying to close that gap of literacy development and especially that communication between parents and their children. I think books can be that bridge when parents are not communicating with their kids, or when parents are struggling to get their kids to learn certain things. Books can be the bridge when parents are struggling to have those awkward conversations. Books are a means of reaching kids at a certain level of development. It's one of the many benefits.
- b. Why do you think some students lack access to reading materials outside of the classroom? Money. The ability to get to books financially, they are pretty expensive. The ones they want anyway. They can probably get books from the library, but a lot of them can't get there or don't know how to get there. Some don't even know where it is. I'm finding, at least with my middle level students, if I ask them where the library is, most of them shrugged their shoulders like they don't even know. So I think that one is awareness of where our local library is, or how to get a library card. And then lack of funds is another one. And lack of motivation is up there as well. We're finding that kids, students, don't want to read during the summer and don't think there's any books that would possibly ever be in their realm of interest.
 1. Do you think that kids associate reading with schoolwork? Yes. Yeah, I do, at least from my experience and this is eighth grade. So I'm getting a pretty good middle range, middle zone here. They come in kind of sluggish, and kind of unmotivated toward books. All it takes is a couple of weeks of solid book talking. And then all of a sudden, they're interest is definitely peaked. I think it's just a lack of knowing what's out there

basically and knowing what kinds of books there are for them at their level.

- c. What characteristics do you think they share? (did not ask, answered above)
2. In your opinion, are free community events beneficial to children? **Definitely, we do promote a lot of those in the summer, just around the bookmobile. We have a few events that we do besides the book club that we started last year. The bookmobile itself is quite the event. They have it set up at this point where you can go and get a snack, get food, get a book, lay out in a grassy spot, and it becomes a kind of event that is getting bigger and bigger each year. Attaching something alongside it. Movie night is another thing, it's a full week of movies and each day is a new movie. Kids bring their book, read first, then watch a movie and it's such a good way to promote reading as well. It shows that you can read in different ways. I think so, any free events that I've seen, as long as you promote them.**
 - a. Do you feel the Oswego community hosts enough free events for children? **Over the summer, yes, I think so. The winter is tough. I know the bookmobile promotes winter events as well. We do mini golf at the library, and there are other ones I can't think of, but it is tougher to get people out in the winter, but yes, I think Oswego does a very nice job, especially in the last eight or nine years of promoting free events. When you get there you can spend money, but ultimately it's free to go and enjoy what they have at no cost.**
 - b. What community events have you or your organization participated in? **The school has a summer wellness program that we've been running the last two years, and I believe we're gonna do it again this year. It is free. We have a Food Now offered free weekly. I don't know if that counts but there are places to get food. We have sports that run through the district that partner with the YMCA, that are free through the summer months. The bookmobile will go to these. The OCSD sponsors events throughout the summer. The biggest one is probably Harbor Fest, where the bookmobile will set up shop for a week.**
 - c. What community events would you like to see yourself or your organization participate in? **I think the bookmobile is so versatile. It's mobile obviously,**

which is huge. And the way that it looks and is going to look, we are in the process of making some big changes to it. It is going to be able to adapt to any particular event and make itself fit in. I think because of what it promotes it is able to be at many different places. Picnic, fireworks, Halloween theme, Christmas theme, once you get that theme, the bookmobile can show up with those theme books. Any route can go, and it can fit into anything. I'm not good at promoting, but I am good at finding books that fit, that is my area of expertise. Whoever promotes, should include the bookmobile in that, because it is a nice way to bridge between the education field and the community. And even the college, I think that's another road. We have to go there.

- d. **Do you think the bookmobile could fit in with the local skatepark or skate shop? That would be amazing, yep. Skaters read too. We could definitely, but I haven;t been to the skatepark. Have you been there? Do you know what it looks like?**

I haven't been there but I did look at the grand opening photos and I know they are planning an event this summer that's supposed to be the biggest on the East Coast for skating.

But again, you know what it is? Versatility. We could have skating books, we could have all sorts of skater bios, biographies, autobiographies. We could mount those up front, We could have the whole thing set up with posters, And, then you have a whole other level to the event. It's just such a cool, you know, such a good vehicle to get the community involved in literacy. No pun intended.

- e. **How many people would an event need to attract to make you or your organization want to participate? I don't think so, I just joined the board this year so I'm not quite familiar with numbers. I looked at a lot of numbers related to books, books given out, retained, donated, and things like that. But I don't think we need a certain number, obviously we'd like to give away as many books as possible and have as many people visit as possible. But I believe we're still trying to get our feet wet, it's still pretty early. I mean, I**

know it's been 10 years or so, but that's still pretty early in the process of trying to get this thing going. So I think anything is fair game at this point.

3. What prevents other teachers from partnering with nonprofits such as the Oswego Bookmobile? I don't know. Maybe they think there is a monetary cost to it, but it is fully funded, I believe, and all the money or books are donated. Maybe some of the books that are being provided or given out, are unsuitable quote unquote. This is hard for me to say, unsuitable for some, a certain level or certain type of student or person. So that might be an issue. But other than that, I can't see one. I don't really see how any teacher would go against the bookmobile.
 - a. What do you feel you need to know before partnering, volunteering, or donating to them? It would help to know the breadth or at least the variety of books that are available, and what kind of books fit certain age levels, kids, cultures. That sort of thing.
4. Outside of the bookmobile, what could a nonprofit say that would make you want to donate to them or volunteer your time? That it is connected to students learning and the community. I like to volunteer my time whenever it is going to give back to us, whenever the college is involved, whenever I feel like students are getting something out of it. Those things are at the top of my list, reading, obviously it would be next, or some sort of literacy benefit.
 - a. What Oswego Bookmobile activities would prompt you to consider donating to it? Maybe if the bookmobile had people there who better helped kids get a feel for what books or genres fit their interest level. I think they already do or try to do that. If someone didn't know what was out there, why would they go to the bookmobile in the first place? Something attractive to students, or to attract readers or get new readers. We have to help them figure out what is out there for them. Why reading makes a difference and why they should care about reading.
 - b. How important is it to you to be told how your donation was used? It's pretty important, in this day and age you want to know where your dollar is going. Many people out there try to take it and put it to use in a different way than what you imagine. I wouldn't be offended if I was working for the

bookmobile and somebody asked where my money's going because I understand that idea. It's right up there, it's pretty high actually to let the people know where it went.

5. What characteristics of a nonprofit would make you want to support them in an official capacity, such as a partnership? (e.g. their audience served, specific benefit to the community, how much media attention they earn) **Education, obviously. Giving back to education and the community and kids.**
6. Do you feel Oswego Bookmobile's mission to encourage literacy in children aligns with your organization's mission or vision for the community? **Yes.**

Section IV: Messengers

1. Who are your trusted sources of news/information in the community/ Oswego? **The library, the local newspaper does great as go to news, and is reliable. The Oswego City School District. The college also has a lot of avenues for local news that is very reliable, our local papers and both the State College and Oswego City School District. Affiliates do a good job, but they're more Syracuse based.**
2. What social media accounts do you get most of your information from about what is happening in Oswego? **None, I try not to.**
 - a. What locally-focused accounts do you interact with the most online? **I interact with some through the Bookmobile.**
 - b. What type of content of theirs do you enjoy the most? **I like to read news feeds, real short clips.**
3. Do you follow Mayor Barlow's social media pages? **I do not.**
 - a. Are there any other community leaders that you follow? **No.**
4. Do parents/your customers/those you serve ask you for information on the community, programs, or events? **Occasionally, I coach as well so I get parents asking about sporting events, emails about what is happening, usually during the summer. Summer months are pivotal or important if you are going to get anything out there. Which is hard, because as teachers, I'm not saying we don't work during the summer, but we tend to take some time off during the summer.**

5. What are some people, organizations, or businesses in Oswego that you trust? **The teachers union, as well as the Oswego Classroom Teachers Association. They have donated a lot of time and money to the bookmobile, so we lean on them for help for publicity. It is a bridge between education and the community. Rivers End Bookstore has been very helpful. The public library has been great, they will do anything we ask. It is just a matter of getting people out there who can deliver the message, put it on social media. We have this incredible tool and people need to use it. It's great having teachers work the bookmobile and volunteer their time because then you get back in the classroom and are able to immediately show the results.**
- a. Does their sponsorship of an event make you more likely to attend or get involved? **I would think so, yes. Me personally, yes. When they see that trusted logo or place, they know it is someone you can count on. If you get the college logo on anything you know that is huge. We are hoping to have a strong connection with the college, through working with the bookmobile or promotion. Fort Ontario too. We enjoy going there.**
6. What would prevent you from sharing event information about the Oswego Bookmobile with students or parents? **I don't think so, not me personally.**
Are there any internal school rules that would prevent you from distributing flyers? **No, I have never distributed flyers. The bookmobile visits each school. Elementary students, it might be their first time, but by 8th grade they are familiar with it. I don't think I've ever had a case where I would say no, and have never been told I can't, so I don't think so. I want to give the information, preventing that defeats the purpose of what we're trying to do, which is wide open literacy. It's not just for this person or that person, but it's for everyone and I think that is how we have to be if we want to get our community itself to where we want it to be.**
7. Would you recommend the bookmobile to your audiences, or share their flyers with them? **Yes, I believe I would, if they were available.**

Section IV: Communication Channels

1. What social media platforms do you frequently use? **None.**

2. Are you a part of any online communities (e.g. Facebook groups), targeted at Oswego residents? **Some english journals and literacy, NCTE, NEA, some union places that I am online with, but other than that, no. Except for the bookmobile.**
 - a. What are the names of the groups?
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV, magazines)? **Buck Boosters, a local sports organization that does a lot of work with our sports teams. I do a newsletter for the Oswego Classroom Teachers Association that is distributed monthly.**
 - a. Are there any that you think are more effective for reaching parents? **We still use traditional email. Still, we have a robo call that we can do, we have Parent Square, which is our new line of communication with parents that is like a robocall email combination. We have a Facebook page still, which reaches a lot of parents as well.**
 - b. Are there any that you think are more effective for reaching other potential supporters? **If we could branch out to include the college, they have a whole other network we could tap into. A stronger partnership would be beneficial.**
4. What do you think about email reminders for local events? **I personally like them. During the summer I tend to lose track a little bit because I spend more time with my family, but they help me remember what is happening each weekend. Phone calls? Not so much. Text is even better. That would probably do it for most parents. It might be annoying, but if it's for something food, like the bookmobile, I think it would be fine.**
 - a. How many are too many? **Per day? Today I got over 100, once you reach about 50 a day that is too many. From the bookmobile? One a month, but during the summer one a week right on Monday or Sunday. I think getting them ready for the week like, oh, don't forget the bookmobile this week, and the theme is adventure, and we're going to have adventure books all over the place. See you there.**
 - b. What about flyers? **It has to be a combo, it can't be one way or another, one is not better. One person likes email, one likes text, one wants a flier. With the union we do Facebook, stuff with Twitter, an electronic version, we also do a**

hard copy. So it's like here you go, don't complain. A good variety is the way to go.

5. How do you prefer to hear about local events? **I'm always a talker, so I like word of mouth. I want to hear it from someone, then I'll go check it out myself. Or email. Or mail. Not a phone call. That would be the least effective for me.**
6. Would an online newsletter about the Oswego Bookmobile interest you if you were a donor, volunteer, or partner? **Yes.**
 - a. What would you like to see in it? **Photos of people in action, so what does it look like? Quotes from the people that were there would be nice. A quick synopsis of what it is or why it is there.**

Do you have any final thoughts or comments? **I just love the bookmobile, I think it is such a good idea. It is such an effective way to move a literacy program around a small community. A bigger community might need multiple bookmobiles. Maybe a second bookmobile so you can have one on one side of town, and one on the other. But overall, it's a great idea and I'm glad you guys are interested in trying to get the word out there.**

Appendix C: In-Depth Interview Guide for Parents

Interview Guides, Online Questionnaire, and Scheduled Interview Information

In-depth Interview Guide for Parents

This interview aims to understand the targeted audiences of the Oswego Bookmobile. This interview will establish information on the target audiences, messages disseminated, and communication channels used, resulting in public relations initiatives. The information gathered here will allow us to develop communication plans unique to the Oswego Bookmobile. The campaign aims to create awareness and extend the program to provide children with free books across Oswego County.

Section I: Credentials

1. What is your relationship with the city of Oswego (e.g. grew up, work, live, or have family there)?
2. How many people live in your household?
 - a. How many are children?
 - i. What are their ages and grade level?
3. What is your occupation?
 - a. What is the occupation of other adults in your household?
 - b. Do you feel you are (both) fairly compensated?
4. What is your highest level of education?

Section II: Messages

1. What can you share about your child's reading level and reading interests?
 - a. What do you think would get them to read more?
2. How often does your child read a new book?
 - a. Do you mainly purchase these books yourself or are they gifts or borrowed from the public library?
 - b. Do you think having more books would increase how often your child reads?
3. Do you feel the Oswego Community hosts enough free events for children?

- a. What free events do you attend with your child in Oswego County?
 - b. What paid events do you attend with your child in Oswego County?
4. Do you feel your child would benefit from more community events?
5. What about these events makes you want to bring your child?
6. What is your favorite aspect of community events aimed at children?
 - a. What do you think your child enjoys most about them?
7. Do you think being able to walk to community events increases their attendance?
 - a. Would it increase your attendance?
8. If a bookmobile (service that offers free books) for children was present at an event you are attending, would you be interested in bringing your child?
 - a. What would make you not want to visit the bookmobile if you were already at the event?
 - b. What would motivate you to bring your child to the bookmobile?
9. If you brought your child to the bookmobile, what benefits would you expect and want?
10. What barriers are there that prevent you from bringing your child to the bookmobile?
11. What could a nonprofit say that would make you want to donate to them?
 - a. What Oswego Bookmobile activities would prompt you to consider donating or volunteering?

Section IV: Messengers

1. What social media accounts do you get most of your information from about what is happening in Oswego?
2. Do you follow Mayor Barlow's social media pages?
 - a. Are there any other community leaders that you follow?
3. Have you heard of Oswego Bookmobile?
 - a. If so, where or from whom did you hear about it?
4. Have you interacted with the bookmobile or staff before?
 - a. Did you find the staff friendly and knowledgeable?
5. What are some people, organizations, or businesses in Oswego that you trust?
 - a. Does their sponsorship of an event make you more likely to attend?
6. Are there any local nonprofits that work with children that you trust?

7. Do you follow the public library online?
 - a. When was the last time you interacted with the public library?
 - b. What about them do you like or trust?
8. Does the school provide or does your child bring home information about events for them over the summer?
 - a. If so, do you read them?
 - b. Have you gone to the events before?

Section IV: Communication Channels

1. What social media platforms do you frequently use?
2. Are you a part of any online communities (e.g. Facebook groups), targeted at parents?
 - a. What are the names of the groups?
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV)?
4. Are there any local nonprofits or organizations that you follow or are involved with?
5. What do you think about email reminders for local events?
 - a. What about flyers?
 - b. What about text reminders?
6. How do you prefer to hear about local events?
7. Would an online newsletter about the Oswego Bookmobile interest you?

Do you have any final thoughts or comments?

Thank you for your time and support in collecting primary research data to help improve the messaging and programs presented by the Oswego Bookmobile.

Appendix D: In-Depth Interview Transcript for Parents

Interview Guides, Online Questionnaire, and Scheduled Interview Information

In-depth interview with Parent A:

Section I: Credentials

1. What is your relationship with the city of Oswego (e.g. grew up, work, live, or have family there)? **I grew up in Oswego, attended college for my first bachelor's degree, and worked with the community of Oswego in various human services roles.**
2. How many people live in your household? **Three.**
 - a. How many are children? **One.**
 - i. What are their ages and grade level? **22 months, so she is not in school yet.**
3. What is your occupation? **I am a Residential Treatment Counselor slash Psychological Assistant and a fulltime student.**
 - a. What is the occupation of other adults in your household? **He is an electrician at one of the nuclear power plants in Scriba.**
 - b. Do you feel you are (both) fairly compensated? **We are very fortunate and are above average annual household income. But with inflation I think both of us deserve better pay. Both of us have dangerous jobs in different ways which I feel should be compensated more for.**
4. What is your highest level of education? **Some of my masters.**

Section II: Messages

1. What can you share about your child's reading level and reading interests? She cannot read yet. However, she enjoys books very much. **She likes being read to, looking at them, flipping pages, so on.**
 - a. What do you think would get them to read more? **I think in time that will work itself out.**

2. How often does your child read a new book? **We read a new story at least once a week. She is a toddler so she has some favorites that she prefers to look at and read to her over and over.**

- a. Do you mainly purchase these books yourself or are they gifts or borrowed from the public library? **Most of them are gifts.**
- b. Do you think having more books would increase how often your child reads? **Absolutely.**

3. Do you feel the Oswego Community hosts enough free events for children? **Hard to say. She is still very little so we have not explored much. Also given the timeframe of her being born to the COVID era, it has made us cautious to bring her into the community too much where she is more likely to get sick.**

- a. What free events do you attend with your child in Oswego County? **Another tough one for me, I don't tend to bring her to events in Oswego County because I work with the community and I prefer to keep my work and private life separate. However, from a prior case worker perspective, it was always very difficult to find events and activities for children on my caseload. The options were pretty limited to programs offered by OCO, Catholic Charities, and after school programs.**
- b. What paid events do you attend with your child in Oswego County? **Really there is not much in Oswego County. I remember this being problematic last year when we were trying to plan for her birthday which is May. We decided to use the Children's Museum, which was great, but outside that there were not really options, especially for little ones.**

4. Do you feel your child would benefit from more community events? **I think in the future when she is a little older she would.**

5. What about these events makes you want to bring your child? **A variety of events would be nice, something that gets kids interested in different things or that is aligned with their specific interests.**

6. What is your favorite aspect of community events aimed at children? **I think it's the energy, it's something new and exciting.**

- a. What do you think your child enjoys most about them? **She is a people person and a busy body, so the more there is to do the better given her age and attention span.**
7. Do you think being able to walk to community events increases their attendance? **I do.**
- a. Would it increase your attendance? **I think in the summer months it would make us more likely to attend.**
8. If a bookmobile (service that offers free books) for children was present at an event you are attending, would you be interested in bringing your child? **I think once she is a little older I would, right now we are still learning we can't touch everything.**
- a. What would make you not want to visit the bookmobile if you were already at the event? **I think what would make me walk by it is if it was not very obviously toddler friendly, like if it seemed like it was more of a hassle chasing a little one around because there was nothing that really interested her.**
- b. What would motivate you to bring your child to the bookmobile? **I'm not really sure to be honest. I have not seen or heard of it yet, so it's all new to us. Maybe a guest person to read to the kids?**
9. If you brought your child to the bookmobile, what benefits would you expect and want? **Definitely having something for all age groups.**
10. What barriers are there that prevent you from bringing your child to the bookmobile? **Mostly work and school schedule.**
11. What could a nonprofit say that would make you want to donate to them? **I would be willing to donate, it sounds like their mission supports the community.**
- a. What Oswego Bookmobile activities would prompt you to consider donating or volunteering? **I could certainly donate if there was an event going on that I was aware of. Volunteering will have to wait a few years due to a packed schedule.**

Section IV: Messengers

1. What social media accounts do you get most of your information from about what is happening in Oswego? **Facebook, TikTok.**
2. Do you follow Mayor Barlow's social media pages? **I do.**

- a. Are there any other community leaders that you follow? **Not locally.**
3. Have you heard of Oswego Bookmobile? **No.**
 - a. If so, where or from whom did you hear about it?
4. Have you interacted with the bookmobile or staff before? **I have not.**
 - a. Did you find the staff friendly and knowledgeable?
5. What are some people, organizations, or businesses in Oswego that you trust? **OCO, and Catholic Charities.**
 - a. Does their sponsorship of an event make you more likely to attend? **Sometimes it does. It really depends on who is sponsoring.**
6. Are there any local nonprofits that work with children that you trust? **OCO and Catholic Charities.**
7. Do you follow the public library online? **I do not.**
 - a. When was the last time you interacted with the public library? **A long time ago, but I have used university libraries for about 13 years now.**
 - b. What about them do you like or trust? **I can't remember the last time I used a public library honestly to answer this.**
8. Does the school provide or does your child bring home information about events for them over the summer? **She is not school aged.**
 - a. If so, do you read them?
 - b. Have you gone to the events before?

Section IV: Communication Channels

1. What social media platforms do you frequently use? **TikTok the most.**
2. Are you a part of any online communities (e.g. Facebook groups), targeted at parents? **No.**
 - a. What are the names of the groups?
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV)? **Radio mostly, local stations.**
4. Are there any local nonprofits or organizations that you follow or are involved with? **Yes, I am an OCO employee.**

5. What do you think about email reminders for local events? **As long as they are not too frequent, like spamming, then they are helpful... But I prefer texts.**
 - a. What about flyers? **Yes! These are definitely helpful and grab attention.**
 - b. What about text reminders? **Yes!**
6. How do you prefer to hear about local events? **Texts and social media. I really don't like my email getting filled up.**
7. Would an online newsletter about the Oswego Bookmobile interest you? **I think that would be helpful.**

Do you have any final thoughts or comments? No.

In-depth interview with Parent B:

Section I: Credentials

1. What is your relationship with the city of Oswego (e.g. grew up, work, live, or have family there)? **Born and raised in Oswego.**
2. How many people live in your household? **One adult, two children.**
 - a. How many are children? **Two.**
 - i. What are their ages? **10 and 17 years old.**
3. What is your occupation? **Transitional Living Mental Health Advocate.**
 - a. What is the occupation of other adults in your household? **Students.**
 - b. Do you feel you are (both) fairly compensated? **Yes.**
4. What is your highest level of education? **Associate Degree and pending Bachelors at Oswego State University.**

Section II: Messages

1. What can you share about your child's reading level and reading interests? **My 17 year old does not like to read, while my 10 year old loves reading animal books..**
2. How often does your child read a new book? **We borrow books from the library weekly.**
 - a. Do you think having more books would increase how often your child reads? **Yes, books are expensive to buy.**

3. Do you feel the Oswego Community hosts enough free events for children? **Yes, I feel like we have a ton of free events, but with my new position I work on Saturdays and cannot attend.**

a. What free events do you attend with your child in Oswego County? **I used to attend craft shows, dance, free borrowing, egg hunts put on by the Youth Bureau.**

b. What paid events do you attend with your child in Oswego County? **Bowling and movies.**

4. Do you feel your child would benefit from more community events? **Not really, my daughter likes to do events where there aren't a lot of people**

5. What about these events makes you want to bring your child? **She doesn't enjoy these events anymore.**

6. What is your favorite aspect of community events aimed at children? **No cost to attend.**

a. What do you think your child enjoys most about them? **Other kids company.**

7. Do you think being able to walk to community events increases their attendance? **Not really.**

a. Would it increase your attendance? **It's hard to walk with my my foot.**

8. What would make you not want to visit the bookmobile if you were already at the event? **I have been to events with bookmobile.**

b. What would motivate you to bring your child to the bookmobile? **Movies in the park and being able to get free books.**

9. If you brought your child to the bookmobile, what benefits would you expect and want? **Depends on their mission to help kids, would most likely to donate food.**

10. What barriers are there that prevent you from bringing your child to the bookmobile? **Foot injury and work.**

11. What could a nonprofit say that would make you want to donate to them? **Helping kids in need.**

a. What Oswego Bookmobile activities would prompt you to consider donating or volunteering? **Donating food.**

Section IV: Messengers

1. What social media accounts do you get most of your information from about what is happening in Oswego? **Facebook, I Love Oswego.**
2. Do you follow Mayor Barlow's social media pages? **Yes, sometimes.**
 - a. Are there any other community leaders that you follow? No answer.
3. Have you heard of Oswego Bookmobile? **Yes.**
 - a. If so, where or from whom did you hear about it? **I have been taking my daughters to events since it started. I have an older daughter who is 21.**
4. Have you interacted with the bookmobile or staff before? **Yes, we love all the staff.**
 - a. Did you find the staff friendly and knowledgeable? **Absolutely.**
5. What are some people, organizations, or businesses in Oswego that you trust? **Youth Bureau, Bookmobile, local business as well that are locally owned.**
 - a. Does their sponsorship of an event make you more likely to attend? **Not really.**
6. Are there any local nonprofits that work with children that you trust? **Not really.**
7. Do you follow the public library online? **Yes, Facebook.**
 - a. When was the last time you interacted with the public library? Recently
 - b. What about them do you like or trust? **All aspects, my kids have been around them since they were young.**
8. Does the school provide or does your child bring home information about events for them over the summer? **Yes.**
 - a. If so, do you read them? **Yes.**
 - b. Have you gone to the events before? **Yes.**

Section IV: Communication Channels

1. What social media platforms do you frequently use? **Facebook and Snapchat.**
2. Are you a part of any online communities (e.g. Facebook groups), targeted at parents? **Yes.**
 - a. What are the names of the groups? **Facebook, Oswego Mom Group.**
3. What media outlets do you follow, read, or listen to that talk about Oswego (e.g. radio stations, newspapers, TV)? **I Love Oswego.**
4. Are there any local nonprofits or organizations that you follow or are involved with? **No.**
5. What do you think about email reminders for local events? **It's ok.**

- a. What about flyers? **Yes.**
- b. What about text reminders? **Yes.**
6. How do you prefer to hear about local events? **Facebook, social media.**
7. Would an online newsletter about the Oswego Bookmobile interest you? **Yes, a newsletter would be very helpful.**

Do you have any final thoughts or comments? **No**

Thank you for your time and support in collecting primary research data to help improve the messaging and programs presented by the Oswego Bookmobile.

Appendix E: Survey Questionnaire for SUNY Students

Survey on the messaging and awareness of the Oswego Bookmobile.

[Informed Consent]

You are invited to take part in a research survey that will establish information on the Oswego Bookmobile's target audiences, messages disseminated, and communication channels used, resulting in public relations initiatives. Your participation will require approximately 5-10 minutes. There are no known risks or discomforts associated with this survey. Taking part in this study is completely voluntary. If you choose not to be in the study, you can withdraw at any time. Your responses will be collected anonymously and kept strictly confidential. Data will be analyzed in an aggregated format and digital data will be stored in secure computer files after it is entered. Any report of this research that is made available to the public will not include your name or any other individual information by which you could be identified. If you have any questions about whether you have been treated in an illegal or unethical way, please contact Dr. Thornton, Interim chair of the Human Subjects Committee (315.312.2536). Completing this survey indicates that you are 18 years of age or older and indicates your consent to participate in the research.

Thank you for your participation.

Name _____

Title _____

Email _____

I have read the above statement about the purpose and nature of the study, and I freely consent to participate.

Participant's Signature _____

Date _____

Print Participant's Name _____

Section A: Demographic and SES Questions

1. Age? ()
2. Year of college? Freshman Sophomore Junior Senior
3. Gender? Male Female Other
4. Affiliation with the City of Oswego?
 - Oswego Resident
 - Live outside Oswego County but work/attend school in the city of Oswego
 - No current direct affiliation
4. What is your household income?
 - Below \$30,000
 - \$30,001 - \$40,000
 - \$40,001- \$50,000
 - \$50,001-\$70,000
 - \$70,001-\$100,000
 - Above \$101,000
5. Are you the parent or guardian of a minor? Yes No
6. How many children under the age of 14 reside in your family household?
 - 0 1 2 3 4 5 or more

Section B: Messages

7. How likely are you to volunteer in the next year?

Very likely 1 2 3 4 5 Very unlikely
8. Of the following, which three are the most important to you when choosing an organization to volunteer with?
 - Time commitment is flexible Transportation is provided
 - Friends are also volunteering Aligns with career goals/major

- Certification of volunteer hours Extending networks
- Opportunity to extend into financial benefits (e.g. future paid work) (Others (_____))

9. How important do you feel reading materials in the home are to childhood development and education?

Not at all important 1 2 3 4 5 Very Important

10. Of the following, which statement would incentivise you to bring a child to an event the most?

- That it is nearby/walking distance.
- That it is educational and activity focused.
- That it is free.
- Other (_____)

Section C: Communication Channels

11. How likely are you to consult an organization's social media prior to working with them or attending their event?

Very unlikely 1 2 3 4 5 Very likely

12. Have you ever donated to a nonprofit through social media? Yes No

13. How do you prefer to become aware of local events? Choose all that apply.

- Social Media Radio Saw in person
- Flyer Email Other

14.

If you must volunteer, what ways are you the most likely to find the opportunity? Choose all that apply.

- Social Media Radio Teacher recommendation Newspaper listing
- Church recommendation Volunteer website listing Friend/Family recommendation

Section D: Messengers

15. How much do you think the following reasons motivate you to visit an event or volunteer for a nonprofit you have not interacted with before? (1 not at all, 5 very much)

Friend or family recommendation.	1	2	3	4	5
Educator recommendation.	1	2	3	4	5
Opportunity/event is in the media.	1	2	3	4	5
Friends are attending/volunteering.	1	2	3	4	5
Someone I look up to is attending.	1	2	3	4	5
Mayor endorses the organization hosting.	1	2	3	4	5

Section E: Nonprofit Awareness and Perception

16. How familiar are you with the Oswego Bookmobile?

Not familiar at all 1 2 3 4 5 Very familiar

17. How likely are you to bring a child to a bookmobile, a free to access mobile library, if it is stopped in your neighborhood? (assuming there was a child to attend)

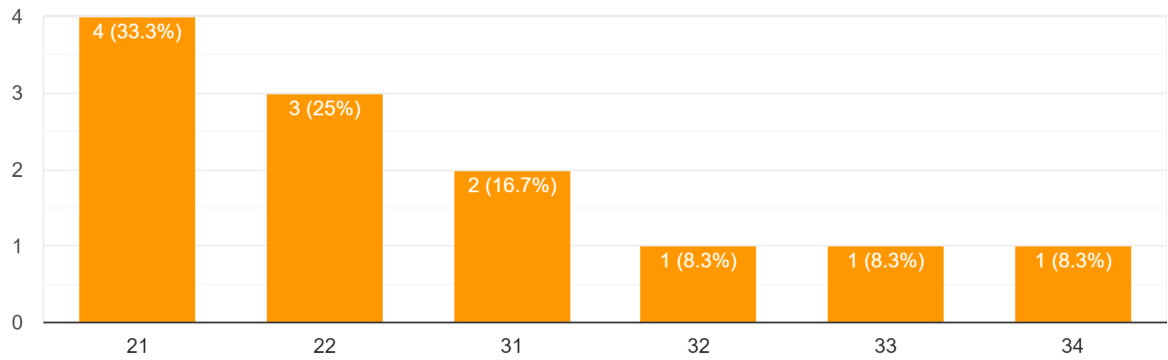
Very unlikely 1 2 3 4 5 Very likely

Thank you for your participation in this survey! Your answers will help in the development of campaign planning for the Oswego Bookmobile.

Appendix F: Survey Results

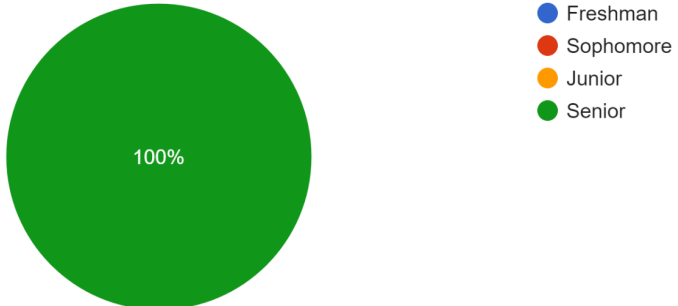
1. Age?

12 responses



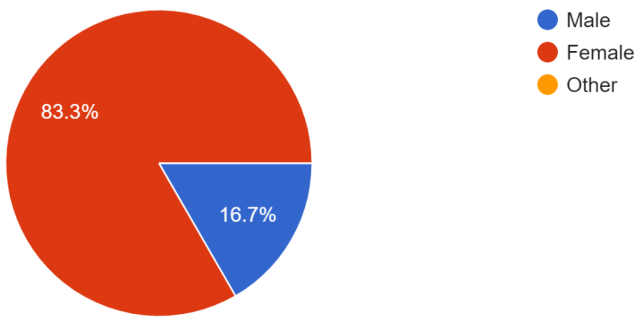
2. Year of college?

12 responses



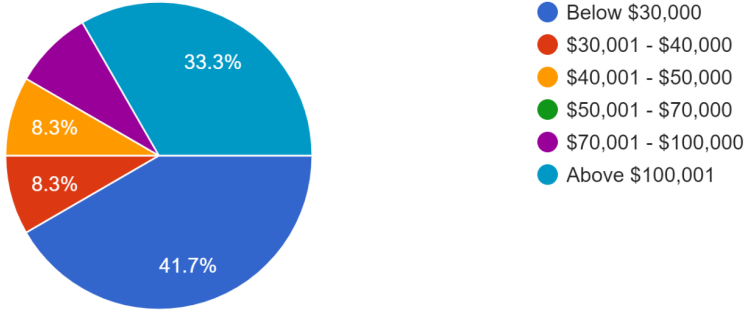
3. Gender?

12 responses



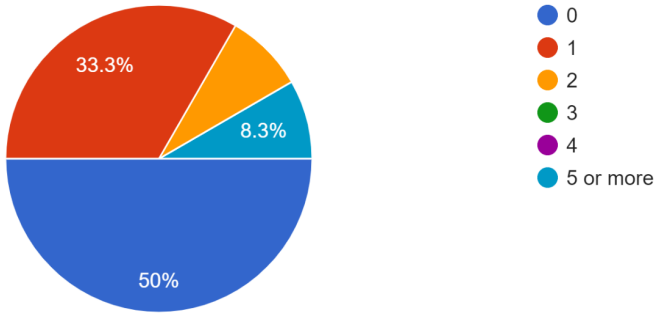
5. What is your household income?

12 responses



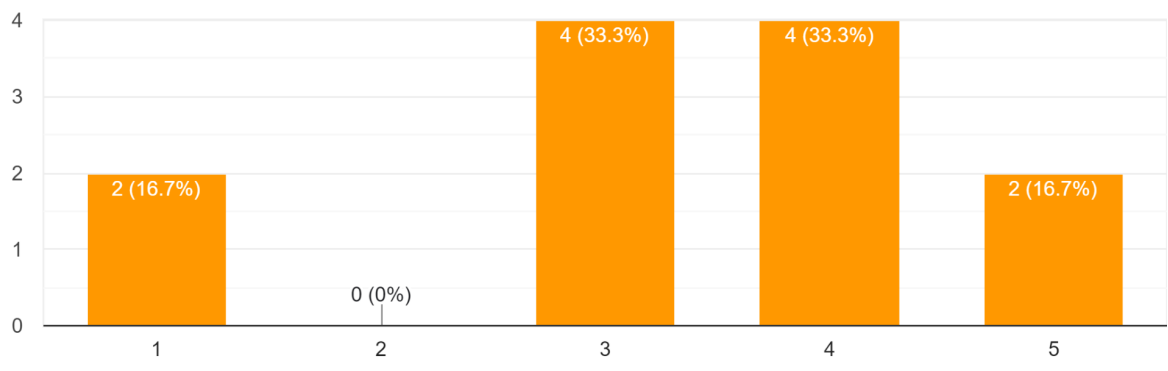
6. How many children under the age of 14 reside in your family household?

12 responses



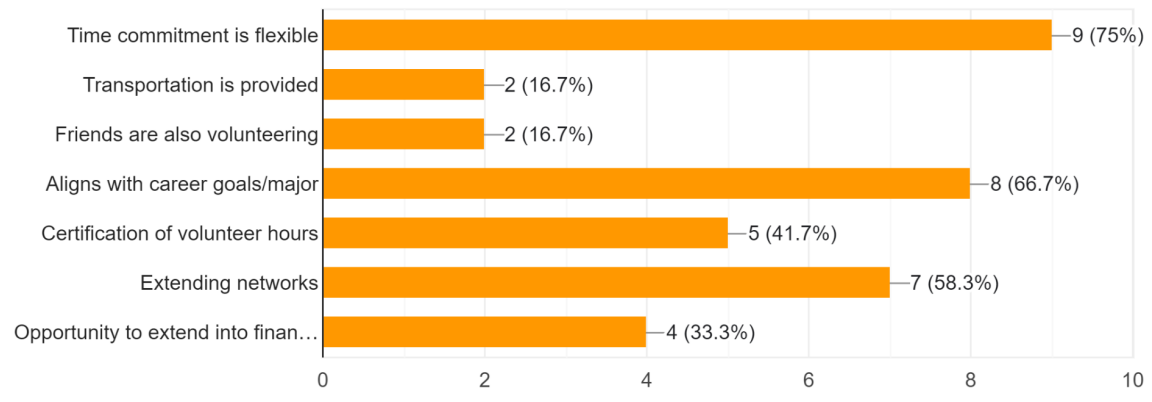
7. How likely are you to volunteer in the next year?

12 responses



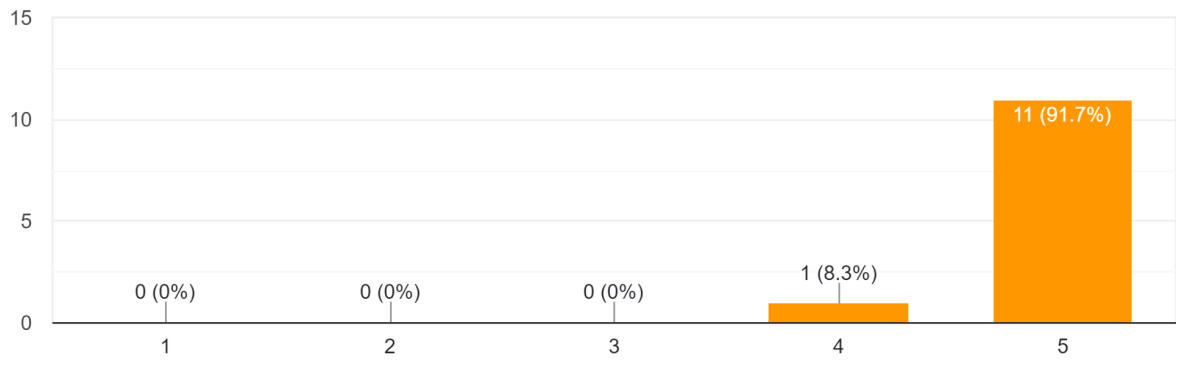
8. Of the following, which three are the most important to you when choosing an organization to volunteer with?

12 responses



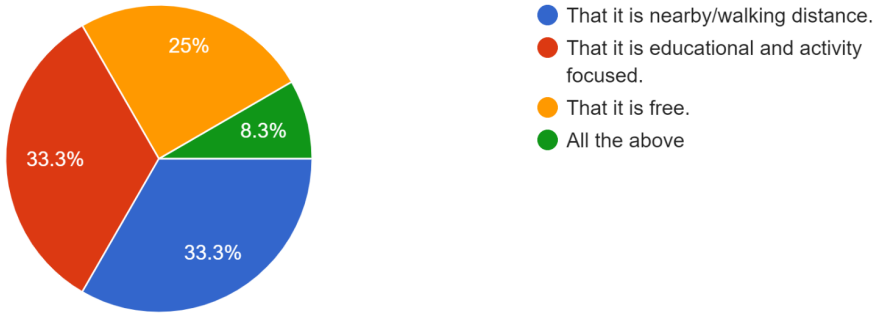
9. How important do you feel reading materials in the home are to childhood development and education?

12 responses



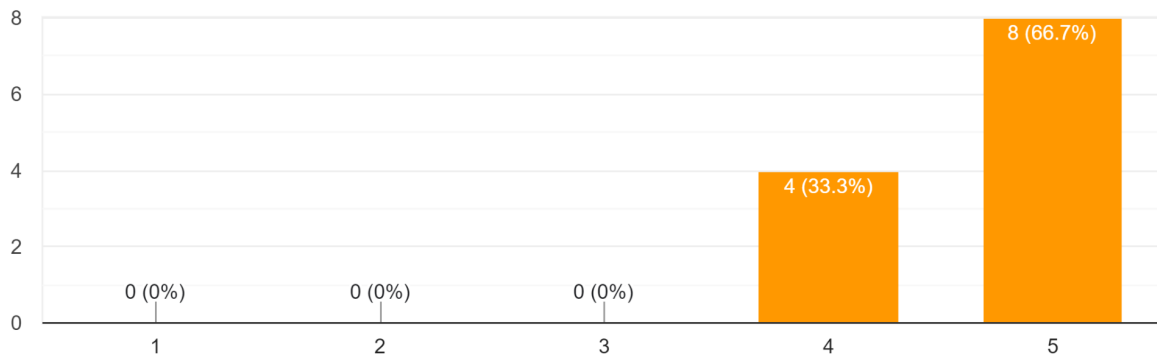
10. Of the following, which statement would incentivize you to bring a child to an event the most?

12 responses



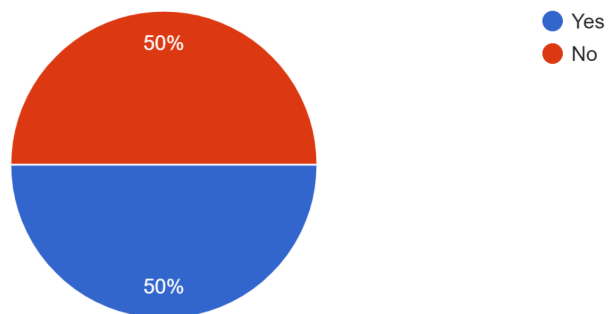
11. How likely are you to consult an organization's social media prior to working with them or attending their event?

12 responses



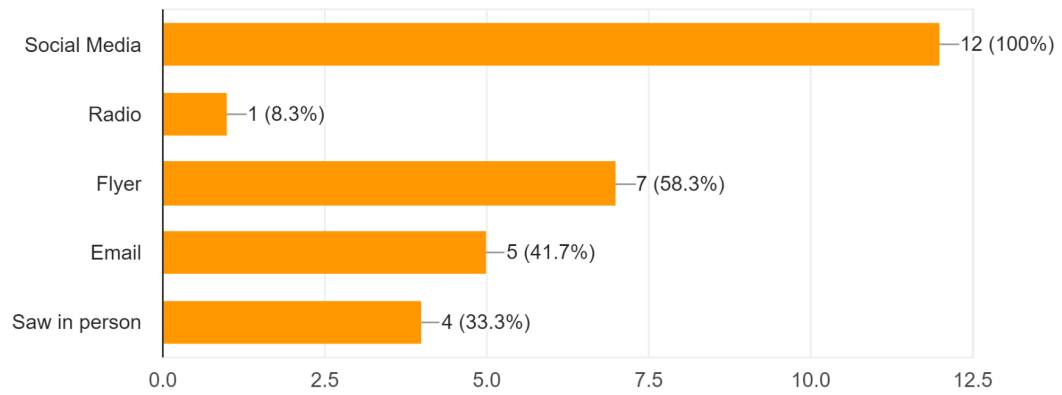
12. Have you ever donated to a nonprofit through social media?

12 responses



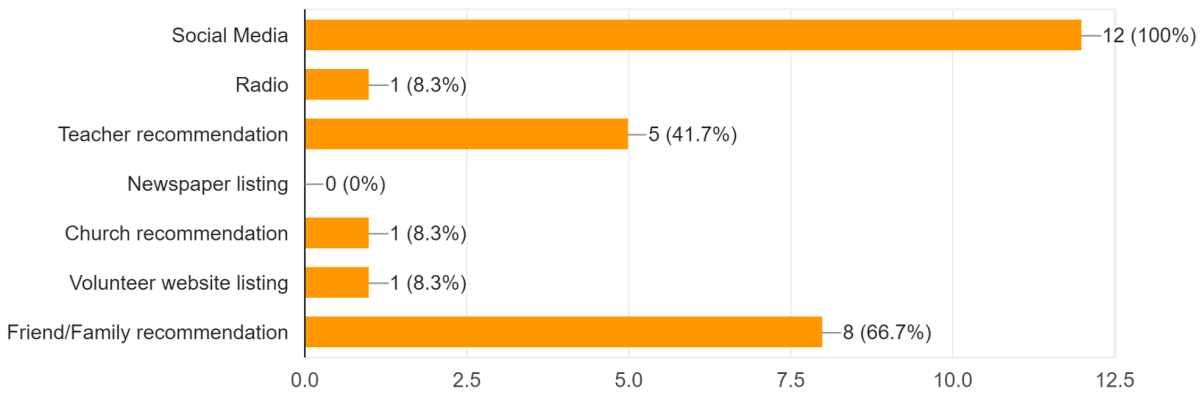
13. How do you prefer to become aware of local events? Choose all that apply.

12 responses

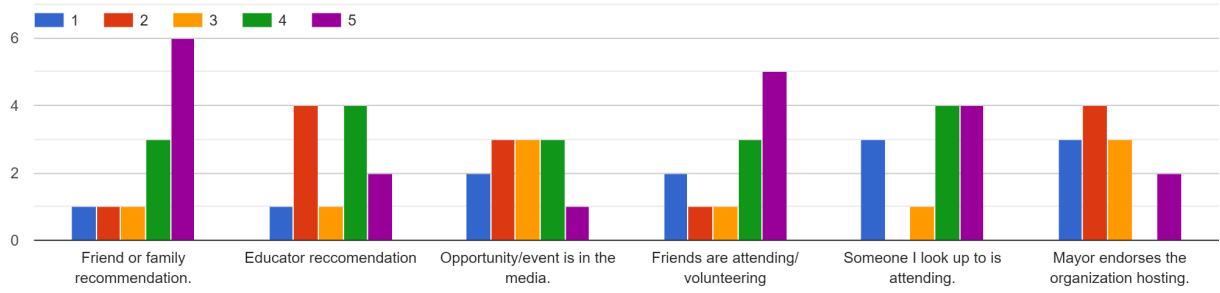


14. If you must volunteer, what ways are you the most likely to find the opportunity? Choose all that apply.

12 responses

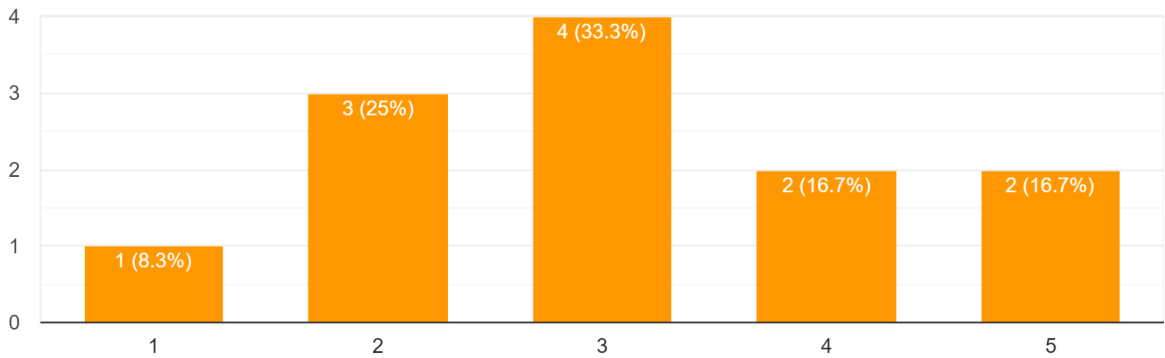


15. How much do you think the following reasons motivate you to visit an event or volunteer for a nonprofit you have not interacted with before? (1 not at all, 5 very much)



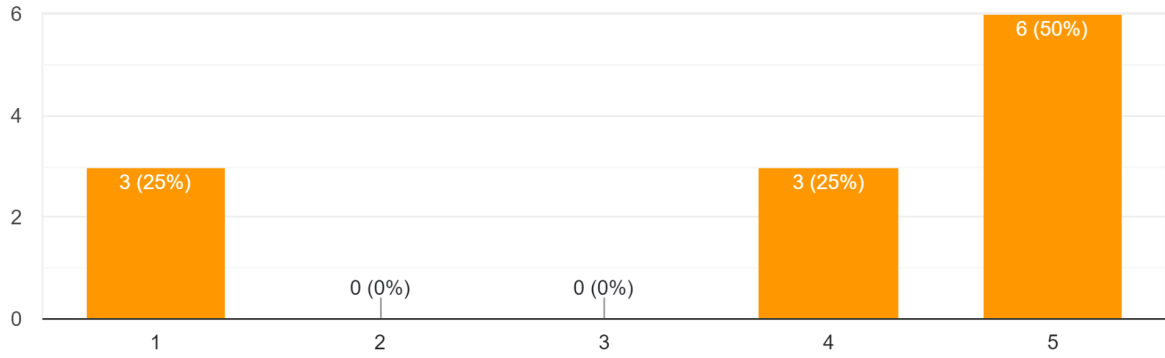
16. How familiar are you with the Oswego Bookmobile?

12 responses



17. How likely are you to bring a child to a bookmobile, a free to access mobile library, if it is stopped in your neighborhood? (assuming there was a child to attend)

12 responses



Appendix G: Promotional Bookmark

Created by Ashley Spencer

Canva Editing Link: [Bookmark](#)

This bookmark is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.



Front



Back

Appendix H: Speech Talking Points for SUNY Oswego Guest Speaker Events

Created by Ashley Saladin

These talking points are for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

TALKING POINTS	NOTES
<p>Oswego Bookmobile's mission is to spread literacy in Oswego County by targeting "at-risk" children.</p>	<p>In Oswego County, 17,000 adults cannot read above a 5th-grade level. The poverty rate is twice the national average. The Oswego Bookmobile's mission is to spread literacy to ensure a better future.</p>
<p>"At risk," "underprivileged" phrasing issue.</p>	<p>The goal is to create opportunities for children, and using labels can be damaging. You must try to decrease stigma and be conscious of creating a positive experience.</p>
<p>Engaging in literacy activities over the summer helps decrease summer reading regression.</p>	<p>Children lose a significant amount of proficiency in reading during the summer months, creating the "summer reading slide" - Losing 20% of what was learned throughout the school year.</p>
<p>To prevent the "summer reading slide," the daily events must be free and fun.</p>	<p>Encouraging kids to read involves keeping their attention. A variety of theme activities achieves this and keeps them coming back.</p>

<p>Description of STEAM activities offered.</p>	<p>Crafts, movie nights, and science experiments keep kids engaged—themes from ocean conservation to <i>The Lorax</i> to outer space.</p>
<p>Efforts have been successful so far.</p>	<p>Gave away 5,123 books and interacted with 1,573 children in 2022.</p>
<p>Determined to see the results grow.</p>	<p>The second bus is on order, planning to expand to the rest of the county.</p>
<p>To achieve growth and better our efforts, a few things are needed.</p>	<p>It must continue to be accessible and demonstrate its value to the community.</p>
<p>"This is where you all come in..."</p> <p>The importance of community members and future educators volunteering and donating to the Oswego Bookmobile</p>	<p>Oswego Bookmobile is a nonprofit organization that can only continue if members of the community volunteer and donate to their cause. Dedicated volunteers conduct all administrative and management tasks of the Oswego Bookmobile.</p>
<p>Variety of volunteer positions available.</p>	<p>Option of working at and planning events through joining the committee. Can help kids with the STEAM activities, spreading flyers, and community outreach.</p>

<p>Expanding volunteer opportunities for college students.</p>	<p>Education students - help to pick books and interact with youth. Work with teachers. Marketing students - social media content creation, photographing events.</p>
<p>The internship offered for summer and spring earns college credit.</p>	<p>Learn about event planning, networking, community engagement, social media management, and youth interaction. Hybrid positions are available.</p>
<p>Benefits of volunteering.</p>	<p>Networking - Meet local teachers and business owners. The bus stops at local businesses for one-day events.</p> <p>Professional development - skills used in future employment.</p> <p>Community building - Promote literacy and expand opportunities for youth.</p>
<p>Fundraising is always encouraged as an option and way to contribute.</p>	<p>Donors are encouraged to use the website for donations, but we also take donated books, welcome book drives, and student-led fundraisers.</p>

Appendix I: Informational Flyer

Created by Carline Brown

Canva Editing Link: [Informational Flyer](#)

This flyer is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

OSWEGO BOOKMOBILE

Empowering children to be readers!

The Bookmobile is designed to be a free, non-lending mobile library for children under 18.

About Us

Oswego Bookmobile was founded in **2011** to open opportunities to children through literacy. In 2022, the Oswego Bookmobile assisted kids in choosing **5,123 free books** to call their own.

For seven weeks in July and August, the Driving Books Home summer program delivers books, snacks, and activities to the neighborhoods and parks where children live and play.

Driving Books Home is the only free mobile literacy program available to all children through grade 12, operating in Oswego County.





Community Partners

Oswego Bookmobile partners with **Oswego City School District, SUNY Oswego, and Oswego Public Library**. Each of our Community Partners provides critical infrastructure vital to the implementation of the mission and vision of Oswego Bookmobile.

You Can Help

 There are multiple ways to donate. Could you scan the QR to learn how you can **contribute**?

 **Donations** of new books are always appreciated. Scan the QR to learn more.

 Oswego Bookmobile welcomes **volunteers** of all ages and abilities. Scan QR to learn about opportunities.

Bookmobile is the

The book habit is the best thing ever I read at least 2 hours a day books are the best thing ever and the bookmobile crew crew are the best like m.little is the best teacher ever.

Contact Us


 315-341-2033

 info@oswegobookmobile.com

 www.oswegobookmobile.com

 Oswego Bookmobile
PO Box 5405
34 East Bridge Street
Oswego, NY 13126

Connect

 @Oz_Bookmobile

 @OswegoBookmobile

 @OswegoBookmobile

Appendix J: Speech for Guest Speaker Event at Oswego Teachers Association

Created by Mariah Johnson

This speech is for achieving goal 3 of increasing community involvement with the Oswego Bookmobile.

Good evening, members of the Oswego Teachers Association. I'm here today to talk to you about an important initiative in our community that I believe could benefit greatly from your involvement: the Oswego Bookmobile.

For those who may not be familiar, the Oswego Bookmobile is a non-profit organization founded in 2011 with a simple yet profound mission: to provide every child in our community with access to books at their independent reading level and the opportunity to own books, regardless of their family's income level.

I'm sure you're all aware of the troubling trend we're seeing in our community and across the country: the so-called "summer reading slide." Studies have shown that economically disadvantaged children in the Oswego City School District are significantly less proficient in reading than their more affluent peers. By eighth grade, there is a 40% gap between the percentage of economically disadvantaged children who are proficient in reading and the percentage of their peers who are proficient. This is largely due, or should I say was due, to the limited access to books at their reading level in their homes and neighborhoods during the summer months.

The Oswego Bookmobile was created to address this issue head-on. The bookmobile is open to all children in our community but specifically targets our at-risk population. Our goal is to provide opportunities for children to engage in literacy activities during the summer months, which has been shown to help decrease summer reading regression.

The bookmobile is designed to be a free, non-lending mobile library for children under the age of 18. Each time children visit the Bookmobile, they are given a free book and a snack. All programs and materials are free. In cooperation with OCS D, the bookmobile staff tracks key information to document both quantitative and qualitative outcomes.

The Bookmobile is expanding its community outreach efforts, and we believe that the involvement of more teachers from the Oswego Teachers Association could play a crucial role in this expansion. Here are a few reasons why we believe you should consider volunteering with the Oswego Bookmobile this summer:

First and foremost, every child in our community deserves the opportunity to read and learn, regardless of their family's income level. By volunteering with the Bookmobile, you can help ensure that every child in our community has access to books at their independent reading level and the opportunity to own books. This is an incredibly meaningful way to make a difference in the lives of children and families in our community.

Secondly, we believe that the Bookmobile can be an excellent way for teachers to start building relationships with students before they even have them. By volunteering with the Bookmobile, you can interact with children in a low-pressure, informal setting and help foster a love of reading and learning that can carry over into the classroom. Research has shown that students who have positive relationships with their teachers are more likely to be engaged in school and achieve academic success.

Thirdly, we want to emphasize that volunteering with the Bookmobile is meant to be fun! The Bookmobile is a non-judgmental, non-lending mobile library, designed to encourage children to engage in literacy activities and discover the joy of reading. It's a low-key, easygoing volunteer opportunity that we believe teachers will find both rewarding and enjoyable.

Lastly, we want to emphasize that the time commitment for volunteering with the Bookmobile can be as little as just a few days over the summer. We understand that teachers have busy schedules, and we're grateful for any time you can spare. By volunteering even a few days, you can help make a meaningful difference in the lives of children in our community and help combat the summer reading slide.

As I close, I want to share a personal anecdote about my involvement with the Oswego Bookmobile. As a volunteer, I have had the opportunity to see firsthand the impact that this program has on our community's children. I remember one summer day when **[INSERT PERSONAL ANECDOTE HERE]**. Being a part of this program has been a truly rewarding experience, and I encourage all of you to consider volunteering with us to help make a difference in the lives of our community's children.

Appendix K: Report Card Flyer

Created by Ashley Saladin

Canva Editing Link: [Report Card Flyer](#)

This flyer is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

Fun, Creative, & FREE Outdoor Activities for Kids Age 5 and Above! Snacks Included!

Oswego Bookmobile

FREE BOOKS ALL SUMMER

JULY 3 - AUG. 19, 2023

You can find us at: Fitzhugh, Kingford, & Leighton Schools; Fort Ontario; Hamilton Homes; Breitbeck, Scriba Town, Oak Hill, & East & West Parks; Hillcrest, Hill Top, & Maiden Lane Trailer Parks; Little Lukes; SUNY Oswego Children's Center & MORE

Activities

Storytelling
Movies in the Park
Science Projects
Face Painting
Music & Dance
Crafts
And a Lot More...

Share your experience visiting us by using: **#OswegoBookmobile**

OSWEGO BOOKMOBILE

www.OswegoBookmobile.com

Appendix L: Volunteer Search Flyer

Created by Ashley Spencer

Canva Editing Link: [College Volunteers Needed](#)

This flyer is for achieving goal 3 of increasing community involvement with the Oswego Bookmobile.

OSWEGO BOOKMOBILE

VOLUNTEERS NEEDED

OUR VOLUNTEERS RECEIVE:

- Community Building
- College Credit
- Professional Development

EMAIL, CALL, OR SEND A DM

@Oz_Bookmobile 315-341-2033

@OswegoBookmobile info@OswegoBookmobile.com

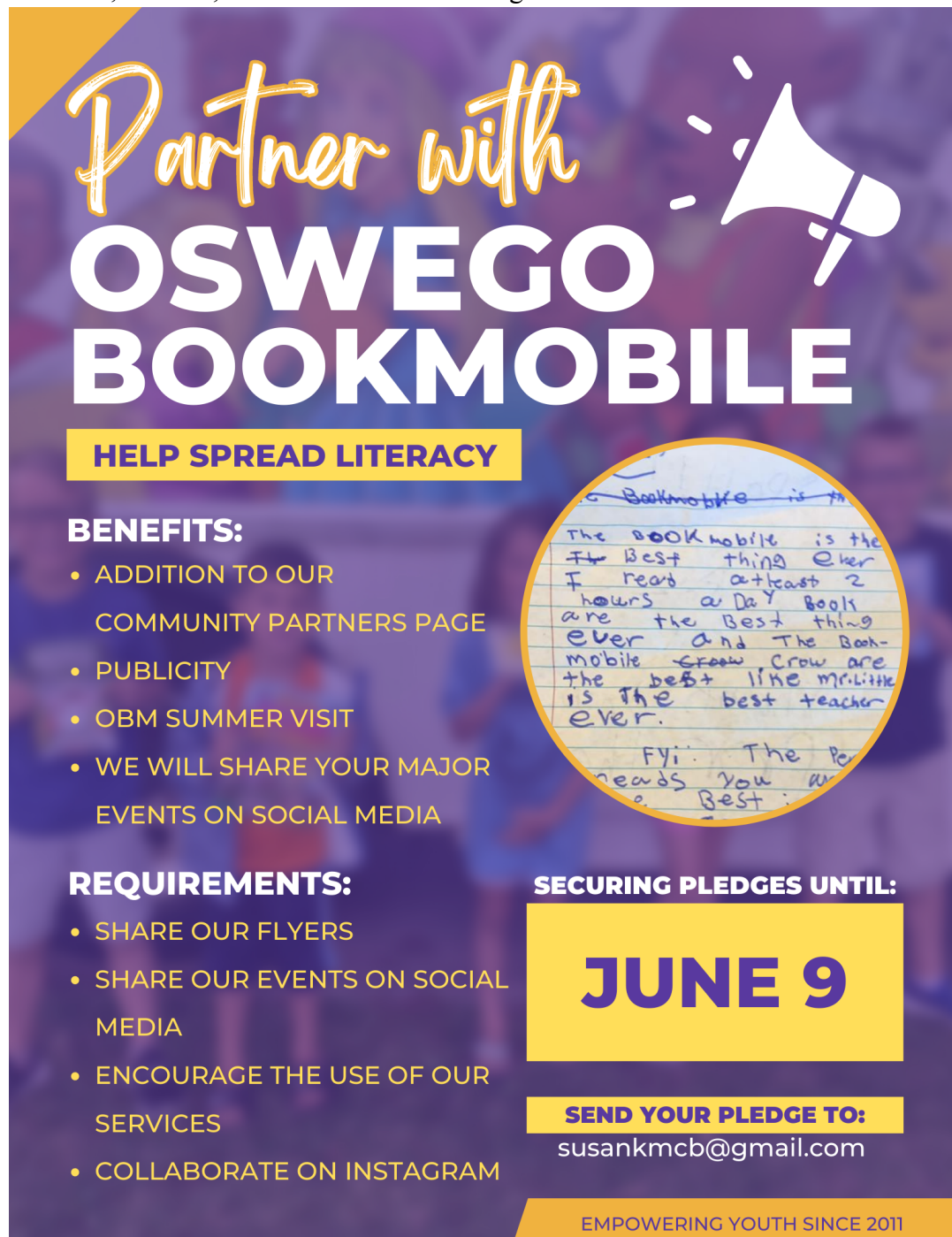
@OswegoBookmobile 34 East Bridge Street
Oswego, NY 13126

Appendix M: Organizational Partnership Flyer

Created by Mariah Johnson

Canva Editing Link: [Partnership Flyer](#)

This flyer is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.



The flyer features a purple background with a yellow diagonal corner. At the top left, the text "Partner with" is written in a yellow cursive font, followed by "OSWEGO BOOKMOBILE" in large, bold, white sans-serif font. To the right is a white megaphone icon. Below the title is a yellow banner with the text "HELP SPREAD LITERACY". On the left side, there are two sections: "BENEFITS:" and "REQUIREMENTS:", each followed by a bulleted list. On the right side, there is a circular inset showing a child's handwritten note on lined paper. At the bottom right, there is a yellow box with the date "JUNE 9" and another yellow box with the text "SEND YOUR PLEDGE TO: susankmcb@gmail.com". At the very bottom, a yellow banner contains the text "EMPOWERING YOUTH SINCE 2011".

Partner with OSWEGO BOOKMOBILE

HELP SPREAD LITERACY

BENEFITS:

- ADDITION TO OUR COMMUNITY PARTNERS PAGE
- PUBLICITY
- OBM SUMMER VISIT
- WE WILL SHARE YOUR MAJOR EVENTS ON SOCIAL MEDIA

REQUIREMENTS:

- SHARE OUR FLYERS
- SHARE OUR EVENTS ON SOCIAL MEDIA
- ENCOURAGE THE USE OF OUR SERVICES
- COLLABORATE ON INSTAGRAM

SECURING PLEDGES UNTIL:

JUNE 9

SEND YOUR PLEDGE TO:
susankmcb@gmail.com

EMPOWERING YOUTH SINCE 2011

Handwritten note from a child:
Bookmobile is the
The bookmobile is the
the best thing ever
I read at least 2
hours a day books
are the best thing
ever and the book-
mobile crew are
the best like Mr. Little
is the best teacher
ever.
FYI: The pe
reads you an
e. Best:

Appendix N: Informational Brochure

Created by Carline Brown

Canva Editing Link: [Brochure](#)

This brochure is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

You Can Help

Driving Books Home: Without the community's ongoing generosity, Oswego Bookmobile could not operate. We want to use this chance to express our **gratitude to our donors.**



There are multiple ways to donate. Scan QR to learn how you can donate.



Donations of new books are always appreciated. Scan QR to learn more.



Oswego Bookmobile welcomes volunteers of all ages and abilities. Scan QR to learn about opportunities.



Mission

Empowering children to be readers!

Contact Us

315-341-2033

info@oswegobookmobile.com

www.oswegobookmobile.com

Oswego Bookmobile
PO Box 5405
34 East Bridge Street
Oswego, NY 13126

Connect

@Oz_Bookmobile

@OswegoBookmobile

@OswegoBookmobile

The BOOKmobile is the
The Best thing ever
I read atleast 2
hours a Day Book
are the Best thing
ever and The Book-
mobile crew are
the best like mr. little
is the best teacher
ever.

Since
2011

HELP DRIVE BOOKS HOME

OSWEGO
BOOKMOBILE



Front/Back

Vision

The Bookmobile provides opportunities for children to engage in literacy activities during the summer months. Engaging in literacy activities over the summer helps decrease summer reading regression.



The Bookmobile is designed to be a free, non-lending mobile library for children under 18.

About Us

To reverse a concerning trend, the Oswego Bookmobile was established in 2011. According to testing, Oswego City School District students who are economically disadvantaged are much less proficient readers than their more affluent peers.

- In 2022, the Oswego Bookmobile assisted kids in choosing **5,123** free books to call their own. We welcomed children and teens back to the bookmobile for the first time since 2019 as COVID regulations continued to loosen.
- For seven weeks in **July** and **August**, the **Driving Books Home** summer program delivered books, snacks, and activities to the neighborhoods and parks where children live and play.
- **1,573** young readers selected **3,659** books during the summer program.

Driving Books Home is the only free mobile literacy program available to all children through grade 12, operating in Oswego County.

Community Partners

Oswego Bookmobile partners with **Oswego City School District, SUNY Oswego, and Oswego Public Library.** Each of our Community Partners provides critical infrastructure vital to the implementation of the mission and vision of Oswego Bookmobile.



Inside

Appendix O: Press Release for Volunteers

Created by Ashley Spencer (will fit one page when copied and pasted into new document)

This press release is for achieving goal 3 of increasing community involvement with the Oswego Bookmobile.

Press Release



Contact Information

Oswego Bookmobile
34 East Bridge Street
Oswego, NY 13126
info@oswegobookmobile.com
315.341.2033

FOR IMMEDIATE RELEASE

1 June 2023

The Oswego Bookmobile is in Search of Summer 2023 Volunteers

OSWEGO, NY, JULY 3, 2023. The Oswego Bookmobile is kicking off its annual summer literacy program and is looking for volunteers to help “drive books home”. They are looking for volunteers who are eager to help their community and have a special passion for reading and education. The Oswego Bookmobile welcomes volunteers of all ages, abilities, and backgrounds. The time contributions given by volunteers can accommodate short, medium, or long term opportunities.

At the Oswego Bookmobile, there are various different ways volunteers can get involved. Volunteers can become part of the special events committee, programming committee, finance committee, donor recognition committee, vehicle committee, book committee, or the student advisory council which is offered to middle and high school students. Apart from serving on a committee, volunteers can also help at special events, work on projects, or serve on the board of directors. If you are interested in getting involved, but cannot volunteer, the organization also accepts book and financial donations.

There are many benefits to volunteering at the Oswego Bookmobile that are extremely hard to pass up. The Oswego Bookmobile offers college credit through student internships. There are incredible community building and networking opportunities for volunteers. They work with local teachers and will be introduced to local businesses and influential organizations. The Oswego Bookmobile is an organization that uplifts and educates children in the Oswego County community. Also, volunteers receive immense professional development as they participate in and complete daily tasks that are essential to maintaining the organization and putting on special events.

The Oswego Bookmobile is a nonprofit organization that's main mission is to empower children to be readers. They are a free, non-lending mobile library for children under the age of 18. Each time a child visits the Bookmobile, they receive a free book at their own independent reading level and a snack. They also provide opportunities for children to engage in literacy activities during the summer months, which helps decrease summer reading regression. To find out more about the Oswego Bookmobile visit www.oswegobookmobile.com, email info@oswegobookmobile.com, call 315-341-2033, or follow the organization on Facebook and Instagram @OswegoBookmobile or Twitter @Oz_Bookmobile.

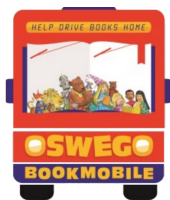
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Appendix P: Press Release for Summer Events

Created by Ashley Saladin (will fit one page when copied and pasted into new document)

This press release is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

Press Release



Contact Information

Oswego Bookmobile
34 East Bridge Street
Oswego, NY 13126
info@oswegobookmobile.com
315.341.2033

FOR IMMEDIATE RELEASE

5 June 2023

Summer Reading Fun Comes to Local Businesses With Oswego Bookmobile's Driving Books Home 2023 Summer Literacy Program

Oswego, NY, July 2, 2023. The Oswego Bookmobile is excited to announce its Driving Books Home Literacy Program summer reading schedule for 2023. The program will run from Monday, July 3 to Friday, Aug. 18. For the first time ever, the bookmobile will be adding one day events to its summer calendar where it will stop at local businesses that have pledged to support the bookmobile's mission of spreading literacy.

Starting July [insert day], the Oswego Bookmobile will begin visiting local businesses every [insert day of the week] from [insert time range here], and make stops at the following [insert number] new businesses that have pledged their support: [insert business names here]. These new stops provide an excellent opportunity for children and families to enjoy reading in a fun and interactive way, and to learn more about local businesses in their community.

Every aspect of the Driving Books Home literacy program is free for children throughout Oswego County. Over the course of seven weeks in July and August, the program will deliver books, snacks, and STEAM-related activities to neighborhoods and parks throughout Oswego County. These events will focus on the Oswego Bookmobile's mission of empowering children to read. By providing opportunities for children to engage in literacy activities, the program aims to combat summer reading regression.

The Oswego Bookmobile is a mobile library service that provides free books, literacy resources, and educational programs to children and families throughout Oswego County. The organization is run by a

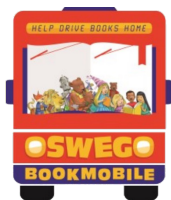
dedicated team consisting of over 40 volunteers and 7 paid summer staff members, with all administrative functions being volunteer-run. For more information on the Oswego Bookmobile and its summer reading schedule visit www.oswegobookmobile.com, email info@oswegobookmobile.com, call 315-341-2033, or follow the organization on Facebook and Instagram @OswegoBookmobile or Twitter @Oz_Bookmobile.

#

Appendix Q: PSA for SUNY Oswego College Radio Station

Created by Carline Brown

This PSA is for achieving goal 3 of increasing community involvement with the Oswego Bookmobile.



Contact Information

Oswego Bookmobile
34 East Bridge Street
Oswego, NY 13126
info@oswegobookmobile.com
315.341.2033

1 June 2023

FOR IMMEDIATE RELEASE

MAKE A WORLD OF DIFFERENCE

RADIO ANNOUNCEMENT: 30

ARE YOU PASSIONATE ABOUT HELPING CHILDREN? DO YOU BELIEVE IN EMPOWERING CHILDREN TO BE READERS? IF YOU WANT TO MAKE A DIFFERENCE IN YOUR COMMUNITY SIGN UP WITH OSWEGO BOOKMOBILE TO HELP DRIVE LITERACY HOME. VOLUNTEERS ARE AN ESSENTIAL PART OF THE BOOKMOBILE FAMILY. VOLUNTEERS AT THE OSWEGO BOOKMOBILE RECEIVE COMMUNITY BUILDING, COLLEGE CREDIT, AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES. TO FIND OUT MORE INFORMATION ABOUT HOW YOU CAN VOLUNTEER, VISIT OSWEGO BOOKMOBILE DOT COM OR FOLLOW THEM ON SOCIAL MEDIA. REMEMBER, THE SMALLEST ACT OF KINDNESS CAN MAKE A WORLD OF DIFFERENCE.

#

Appendix R: Feature Article

Created by Mariah Johnson

This feature article is for achieving goal 1 of increasing awareness in Oswego County regarding the existence, mission, and services of the Oswego Bookmobile.

Feature Article



Contact Information

Oswego Bookmobile
34 East Bridge Street
Oswego, NY 13126
info@oswegobookmobile.com
315.341.2033

26 June 2023

More than Just Books: The Fun of Learning with the Oswego Bookmobile



As summer approaches, the Oswego Bookmobile is gearing up for another season of bringing books and literacy opportunities to children in the Oswego community. Their mission is clear: to reduce the “summer reading slide” and promote literacy among children. With a team of literacy experts and a variety of STEAM activities, the bookmobile is making a significant impact on the lives of local children.

The Oswego Bookmobile was founded by a small community group on the belief that a free literacy program could help kids in Oswego. In 2010, SUNY Oswego had organized a community-wide project to read “Three Cups of Tea” by Greg Mortenson. While the project was successful, data showed that those with the biggest barrier to literacy were left out, and participation was partially based on where people lived. This inspired a community group to take action and bring literacy programs directly to underserved areas. “We make it free, so there is no barrier to accessing that because of monetary reasons,” said President Susan McBrearty.

The Oswego Bookmobile has gone through a significant evolution over time. It started as a loosely organized structure in 2011, held together by community partners, which was not sustainable. It soon became clear the Bookmobile needed to become a 501(C)(3) non-profit

organization with a functioning board of directors because they had outgrown the old structure. Since then, the bookmobile has become a well-organized volunteer effort. “We have paid staff that work on the bookmobile during the summer, but all administrative functions are volunteer,” said McBrearty. She has been the bookmobile’s president since 2015 and has worked tirelessly to strengthen the committee system, which now includes a finance committee and a PR committee. In all, the bookmobile typically has a team of over 40 volunteers during the summer, all whose participation is crucial to spreading literacy and providing opportunities for children.

When children visit the bookmobile, they are greeted by a team of literacy experts, all of whom are local teachers. These specialists help children find the perfect book for them and their reading



level. “We provide literacy specialists, who can help kids determine what they want to read and what they can read. The independent reading level is really important because you want the kids to succeed. They help the children understand what it means to be able to read the book,” said McBrearty. Board member Hope Mazourski has been involved with the Bookmobile since day one, and also serves as a literacy expert. She is a first grade teacher in the Oswego City School District. The involvement of local teachers is a unique and valuable aspect of the Oswego Bookmobile's program. It adds another dimension

to the experience, as it allows local children to strengthen their relationships with their teachers in a setting outside of the classroom. Building trust encourages the kids to feel comfortable exploring new books and trying new things with reading. This dynamic is especially important for kids who may be struggling with literacy, as they can work with teachers in a more informal, supportive setting. The literacy expert guides them towards books that may interest them and provide one-on-one assistance with reading skills. However, ultimately, the book chosen is up to the child. “They get to self-select it, which I think for the kids is the most exciting thing. They can pick whatever they want,” said McBrearty.

In addition to books, the Oswego Bookmobile also offers free STEAM activities, including science experiments, technology projects, art and crafts, and math games. The activities are often linked to a theme, such as “Ocean of Possibilities,” and are designed to complement the reading experience and provide children with a well-rounded educational experience. Every child who visits is given a snack to ensure they can focus as they dive in. Fun, however, is not forgotten. The team wants the experience to be as enjoyable as possible, so kids continue to want to come back. The bookmobile sometimes offers face painting, movie nights, and dance parties.

Oswego Bookmobile created a program in 2021 that was COVID-19 safe. Despite the limiting circumstances, 3,450 books were given and selected by young readers. From the 1,262 children that visited the bookmobile, many were repeat visitors, as the bookmobile provided 2,934 healthy snacks during their program. The board members hope for even more interactions this year. “Our number one goal is to increase participation,” said McBrearty.

Part of increasing participation involves expansion. The bookmobile has a new bus on order and is looking to service other areas in the county. First, however, the board wishes to strengthen their community relationships. The bookmobile currently has partnerships with the Oswego City School District, SUNY Oswego, and the Oswego Public Library. They also have a Student Advisory Council with members from the middle and high school that helps ensure they are connecting with youth. While these relationships are essential and valuable, the staff still find that community members are sometimes not aware of their services. That’s why this summer, the bookmobile is reaching out to local businesses and organizations to form partnerships in the mission of literacy. The main requirement to be considered a partner is sharing the bookmobile’s messages and scheduling a one day event during the summer to host the bookmobile.

As the Oswego Bookmobile gears up for another season of bringing books and literacy opportunities to children in the Oswego community, their impact continues to grow. With a team of literacy experts and a variety of STEAM activities, the bookmobile has made a significant difference in the lives of local children. And despite the challenges posed by the COVID-19 pandemic, the bookmobile adapted and continued to serve the community, giving out thousands of books and healthy snacks to young readers. As the bookmobile looks to the future, the team is focused on expanding their reach and strengthening community partnerships to further promote literacy among children. With their passion and dedication to their mission, the Oswego Bookmobile is truly making a difference, one book at a time.

Appendix S: Infographic

Created by Carline Brown

Canva Editing Link: [Infographic](#)

This infographic is for achieving goal 2 of increasing the Oswego Bookmobile's social media presence and activity.



Color Key:

Internal Update / Staff Recognition - Fav. book, anecdote

Special Announcement

Tabling Session Notice - post photos

Event Reminder / Participation - post photos

Holiday

Reader of the Month

Audience Outreach - Ask a question / poll / engagement

Multiple Notices

Acronym Key:

TSO – Tabling Session Opportunity

CER – Charles E. Riley Elementary

FLS – Leighton Elementary

FPS – Fitzhugh Park Elementary

KPS – Kingsford Park Elementary

OHS – Oswego High School

OMS – Oswego Middle School

Content to ad when info available:

Assemblyman Barclay's summer reading wrap up celebration

Oswego Library's summer reading wrap up party

Kiwanis Holiday craft show

Oswego Library's holiday party

Student Advisory YA Book Club events

Movies in the park events

Partnership special event notices

SUNY Oswego guest speaker events

Dates/Info:

May 7 – Book recommendations about moms for Mother's Day

May 13 – Reminder of Waterfront Festival on 20th

May 14 – Mothers Day

May 16 – TSO at OHS – OMS Concert, email pbrewste@oswego.org

May 17 – TSO at Leighton, STEAM-related, @ noon

May 18 – TSO at OHS – FLS Chorus Concert, email pmckenne@oswego.org

May 20 – Waterfront Festival

May 22 – Announce search for pledges

May 24 – TSO at OHS - Elem. Concert, email rdumas@oswego.org

May 24 – Begin staff recognition posts – Favorite book, personal anecdote

May 25 – Reader of the Month
May 26 – TSO at OHS – OMS/OHS Jazz Concert, email sdefren@oswego.org
May 29 – Memorial Day – book recommendation
May 31 – Pledge search reminder
June 1 – TSO for FLS – Band Concert, email kmiller4@oswego.org
June 3 – TSO at FLS – Triathlon at noon
June 7 – Staff recognition
June 8 – Announce pledges end on the 9th
June 9 – Pledge ending reminder
June 11 – Book Recommendations for Father’s Day
June 12 – TSO at KPS – Kindergarten graduation
June 13 – Announce new partnerships / pledges secured
June 16 – TSO at [CER, FLS, FPS](#)
June 18 – Father’s Day
June 19 – Juneteenth – book recommendation
June 20 – TSO at [FPS and FLS](#)
June 21 – Staff recognition
June 23 – Last day of school – hope to see you this summer post
June 25 – What books/activities do you want offered?
June 30 – Reminder of 4th of July parade
July 2 – 4th of July Parade – Post photos
July 3 – Driving Books Home begins
July 4 – 4th of July book recommendation
July 9 – What’s your favorite childhood book?
July 16 - National ice cream day – what’s your favorite? Post photo
July 19 – Staff Recognition
July 24 – Announce Harborfest location
July 26 – Reminder of Harborfest location and activities
July 27 – Reader of the Month
July 27-30 – Harborfest – Post photos during
Aug 2 – Staff Recognition
Aug 4 – National cookie day - If You Give a Mouse a Cookie
Aug 6 – Announce search for college volunteers
Aug 9 – Book Lover’s Day
Aug 16- Staff Recognition
Aug 18 – Program end – Tell us about your experience
Aug 26 – Susan B. Anthony / Women's Equality Day – book recommendation

Appendix U: Reader of The Month Example Post Template

Created by Ashley Spencer

Canva Editing Link: [Reader of the Month](#)

This example post is for achieving goal 2 of increasing the Oswego Bookmobile's social media presence and activity.



Slide 1



Slide 2

Appendix V: Social Media Announcement for Tabling Session

Created by Ashley Saladin

Canva Editing Link: [Bookmobile Tabling Session](#)

This example post is for achieving goal 2 of increasing the Oswego Bookmobile's social media presence and activity.

**Weekday
Date
Xam-Ypm**

**COME MEET THE
OSWEGO BOOKMOBILE
AT [INSERT
LOCATION HERE]!**

[insert address here] Oswego, NY 13126

Visit us to:

- Receive a **FREE** book for your child
- Find out about our **FREE** events and educational activities
- Discover our volunteer opportunities
- Sign your child up for our Reader of the Month honor
- Discover reading resources for kids
- Get assistance finding the perfect book for your child

www.OswegoBookmobile.com
#OswegoBookmobile