



To: Kaukauna Public Library Board of Trustees
From: Communications Coordinator Jenny Schink
Date: 8/20/25
Re: Communications Report

In July, I attended an in-person NEWI (Northeast Wisconsin Continuing Education Partnership) workshop at Menasha Library. The workshop was titled: Library Advocacy and Storymaking Workshop. The goals for this workshop included:

- Identify the elements of powerful library stories
- Recognize ways humans are wired to engage in story
- Evaluate an advocacy storytelling model and examples of its use
- Craft and share a short story draft that applies to your library to take with you
- Learn where you can find resources on recommended storymaking policies and procedures for your library

While I have attended workshops like this in the past, this was specific to libraries and library advocacy. Real stories of actual patrons are very powerful in advocating for libraries, not just in marketing the library, but also for inspiring current donors and attracting future supporters.

I now have a plan for collecting and using patron stories to add to a variety of marketing efforts, including video for social media.

Since the launch of the new City of Kaukauna website, there is a new city calendar with library events to populate. It is not as simple as copy and paste, as it is a different calendar program. This now makes the fourth calendar program that I enter library events for each semester of programming. The calendars include:

The Kaukauna Public Library website

The City of Kaukauna website

Facebook (all events entered monthly)

Go Valley Kids (youth events only)

These calendars do not represent the one-off marketing of specific events for print, screen, or social media.

Facebook Monetization Performance Bonus

May \$28.68

June \$33.21

July \$38.57

These numbers represent passive income from Facebook, no additional effort is needed to earn this bonus.

News mentions:

May 2025

Murdered and Missing Indigenous Relatives

Featured on WLUK 11 and WBAY

Infosoup Road Trip

Featured on Local 5 Live-WFRV and WBAY

June 2025

Snapping Turtles

Featured on WLUK11 and NBC26

Touch a Truck

Featured on WLUK11

July 2025

Antiques Appraisal Event

Featured on WHBY Radio

Library Postcard Campaign

Featured on WBAY

