

## **Branding & Marketing FAQs**

### **How is the Library District communicating to its different audiences during the COVID-19 outbreak?**

- **Cardholders & Non-cardholders**

- **EBlasts**—BAM sent out two eBlasts to the approximately 300,000 cardholder emails available to us through Access Services. The first, on Friday, 3/13, stated that we were still open but that all group activities, events, programs, rentals of meeting rooms & performing art centers, art gallery receptions, and community outreach activities were cancelled through June 30. The second eBlast was a letter from Dr. Heezen sent on Monday, 3/16, explaining the need to close the Library District due to the COVID-19 outbreak and encouraging cardholders to dive into the unlimited resources available on our website. They were also told not to return their materials at this time and that no fees will be charged during the closure.
- **Website**—The website is also an important communications tool. We are using our “Hero Banner” across the top of the home page to communicate our ongoing closure status to non-cardholders who attend our classes and live programs; to ask cardholders not to return materials at this time, and to explain that they will not be charged late fees (as long as they return their materials when we reopen). The homepage also contains our FYI blog, which dives more deeply into the District’s closure and provides a range of health and community resources for factual information and referrals.
- **Social Media**—We will also keep our social media channels updated with pertinent information about the closure and encourage customers to access our vast collection through our website.

- **Employees**

We have created the Staff Updates dedicated web page as a way for Dr. Heezen and EC members to share information directly with Library District employees. This will be updated as new information becomes available. If you have questions that haven’t been answered yet, please send them to your manager and they will pass them on to your EC Director for review. Questions for BAM can go directly to [AskBAM@LVCCCLD.org](mailto:AskBAM@LVCCCLD.org).

- **Media**

We are in close touch with the English and Spanish media, sharing the ways that we continue to serve the public through our website. We are preparing to push out a comprehensive list of the different eResources that we offer, segmented by interests and age groups. Our hope is that this messaging will provide customers with something positive to turn their attention to and a solution for parents

wondering how to keep school skills sharp.

**What message do people get when they call the Library District?**

BAM worked with two new voice over talents, in English and in Spanish, and with the help of Al Prendergast and Jamesel Lighten, they recorded a closure message for our branches District-wide. We will be using these two ladies to re-record the District phone tree for the new branding campaign in September.

**What date are we saying that the Library District will reopen?**

On our exterior branch signage, our website, and in all communications, we are saying that the Library District is closed until further notice. Avoiding a specific date on the signage allows it to stay up as long as needed, without having to print and post new signs as things evolve.

**What happened to the Summer Challenge brochure?**

When all activities and live performances were cancelled due to the COVID-19 outbreak, the brochure was rewritten to remove Library District programs and focus instead on activities that kids can do at home. Printing of the brochure has been put on hold for now. BAM is working closely with Community Engagement Director Matt McNally, Youth Services Manager Shana Harrington, and CCSD to determine next steps.

**What ongoing steps is BAM taking during this closure?**

Guided by Dr. Heezen and the EC, we will maintain close communications with the media and the public with up-to-date messaging.