



Creating A Crisis Communications Plan That Works

**An Infopeople Webinar
March 27, 2019
Presented by Kim Crowder**

Kim Crowder

Director, Communications, The Indianapolis Public Library

- Been in this role for almost three years.
- Launched the department after a Communications Department being nonexistent for more than five years.
- Has worked with Oprah Winfrey and for two Fortune 500 companies.
- Published journalist in *The Houston Chronicle*.
- Sings and salsa dances regularly.
- Has done presentations at the annual American Library Association conference, for InfoPeople, Linking Indy Women, and Indiana State Library.
- Trips and/or falls more often than willing to admit.





Crisis Communications Plans Are A Must

Because Anything Can Happen...And It Will

Prepare NOW For What Could Happen Later!

[illegible]

In Crisis Communications, Your Response Helps Shape The Narrative

E + R = O

Event + Response = Outcome



In A Crisis, Your Top Three Goals Should Be To:

1. Guide the narrative back to a place of normalcy
2. Protect your brand
3. Be transparent

What You **MUST** Do During A Crisis

7

BE READY: Have a plan in place ahead of the crisis.

GET IN THE MUD: Be easy to reach and ready to work.

BE HONEST: Remember when we talked about transparency?

BE NIMBLE AND BE QUICK: Share clear, factual messages as quickly as possible.

Thinking Ahead

How To Get Ready For Anything

8

01



Develop relationships early, and be clear about roles

02



Think through your list and analyze

03



Practice makes perfect

04



Know your channels of communication

Write It *Before* Crisis Hits: How Columbus Metropolitan Library Does It

EMPLOYEE HANDBOOK

SOCIAL MEDIA

Board Policy:

REVIEW DATE: 02/22/2018
DATE APPROVED: 02/22/2018
EFFECTIVE DATE: 04/01/2018
REPLACING POLICY EFFECTIVE: 07/01/2009

The Library has a centralized Social Media presence managed by Marketing. The Library expects all employees to remain cognizant of the Library's brand and image when participating in public social media communities. Employees representing the interests of the Library as part of their job duties are expected to adhere to all Library conduct expectations. Employees are expected to use good judgment and common sense when engaging in personal use of social media platforms.

Administrative Procedures:

REVIEW DATE: 02/22/2018
DATE APPROVED: 02/22/2018
EFFECTIVE DATE: 04/01/2018
REPLACING PROCEDURE EFFECTIVE: 07/01/2009

- A. Employees should not implicitly or explicitly represent their statements in social media as official Library policy or position. Employees are permitted to associate themselves with the Library while using social media, provided that they clearly identify posted content as personal and purely their own. The Library will not assume responsibility or liability for any personally posted content.
- B. Employee statements that may be construed as unlawfully threatening, harassing, discriminatory, or defamatory in the non-social media environment are equally restricted in the online social media environment. These incidents will be subject to review and consideration under all other applicable Library policies and existing laws, and potential discipline up to and including termination will be based on content and severity.
- C. Employees are prohibited from falsely establishing an online presence and representing it as an official or Library-sponsored entity or Library-affiliated individual. Employees are also prohibited from publishing and/or publicizing Library images prior to official publication date (i.e., posting photographs of a new branch before it opens).
- D. The Library's confidentiality policies extend to social media.
- E. Employees are expected to respect copyrights, trademarks, and other intellectual property rights while engaged in social media.

EMPLOYEE HANDBOOK

OFFICIAL STATEMENTS / COMMUNICATIONS WITH THE MEDIA

Board Policy:

REVIEW DATE: 02/22/2018
DATE APPROVED: 02/22/2018
EFFECTIVE DATE: 04/01/2018
REPLACING POLICY EFFECTIVE: 12/11/2014

The Library communicates openly and freely with the public via all forms of media, including print, broadcast, and digital. Library trustees and staff who are contacted by any media outlet for comment on any Library business are asked to forward the inquiry to Marketing and should not make any statements on behalf of the Library. Official statements and responses are facilitated by Marketing in coordination with the Chief Executive Officer and as necessary, the Board of Trustees' President in order to create coordinated and consistent communication.

Administrative Procedure:

REVIEW DATE: 02/22/2018
DATE APPROVED: 02/22/2018
EFFECTIVE DATE: 04/01/2018
REPLACING PROCEDURE EFFECTIVE: 12/11/2014

Related Policies/Forms:

- Social Media
- Communications
- Confidentiality of Employee Data

The Big Rocks

Our Approach To Crisis Communications For Drag Queen Story Time

10



**A Bit About
Indianapolis & IndyPL**
Some Background



Pre-Gaming It
How We Prepared For What Might
Happen



**How We Promoted
The Event**
PR, Social Media, And More



When The Crisis Hit
How We Kept Afloat



Our Voice, Our Messaging
Why We Decided Not To Stay Silent

A Little About Our City Indy

11



INDIANAPOLIS

12

Indianapolis is the 12th largest city in the United States

25

Indianapolis is the 25th largest media market in the United States

3

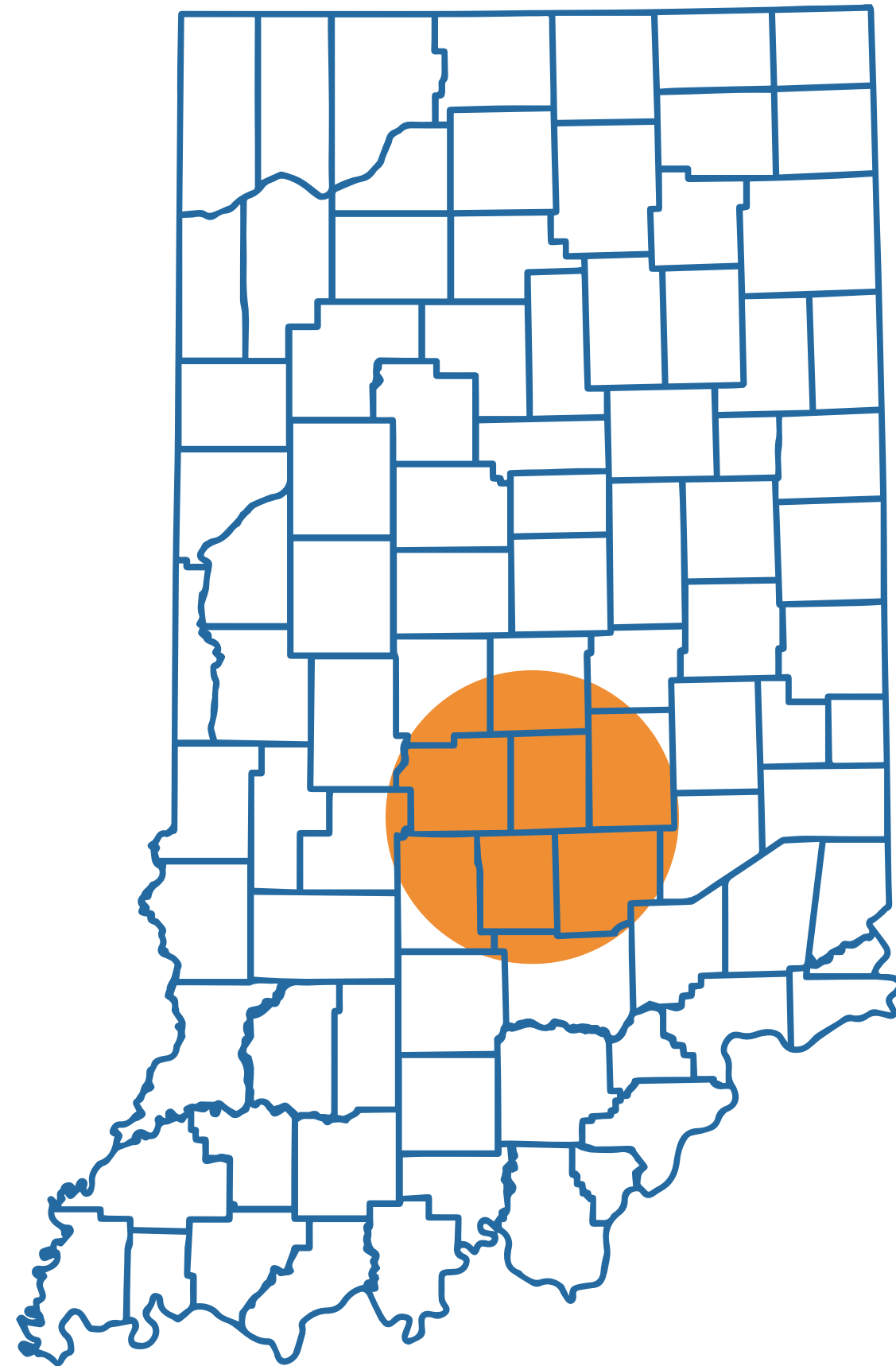
Indianapolis is the third most populous city in the Midwest with a population of almost 873,000

1

Indianapolis is the most populous city in the state of Indiana

Marion County Population Stats 2017

12



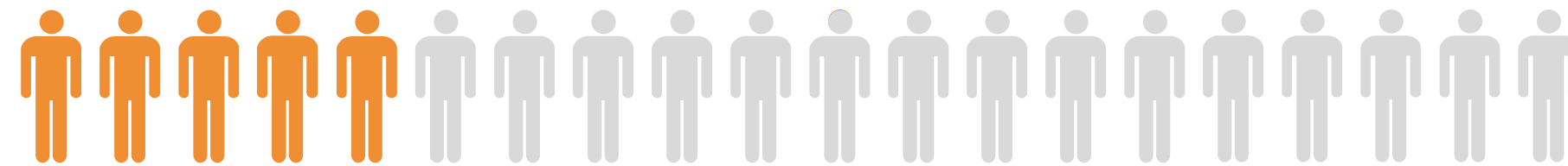
85.7% Have A High School Diploma Or Higher



Indianapolis Boasts 91% Of Marion County's Population



29% Of Residents Have A Bachelor's Degree Or Higher



Who We Are

Tidbits about the Indianapolis Public Library System

13

01



Programs Held By IndyPL Each Month

IndyPL offers a variety of programs across branches, at Central Library, and throughout the community. This number is an average per month.

1,200

02



Locations

We are actively building and relocating to better serve Marion County residents to be completed in 2020.

24

03



Overall Circulation in 2017

Includes books, DVDs, eResources, CDs, and audiobooks

14,435,169

04



401,525 Cardholders

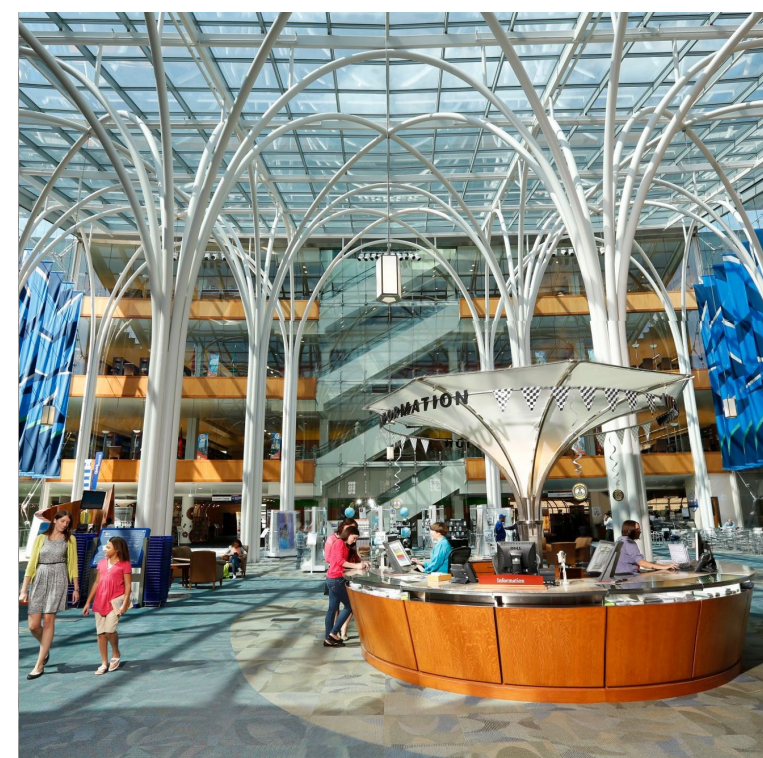
Almost half of the Library's service population, with more than 40,000 being new in 2017

45%

More Quick Facts

2017 Annual Stats

14



4,000,000

Walk-in Visits



10.2 Million

Visits To Our
Website



171,025

Active Library
Borrowers



287,772

Total
Program
Attendance



1,551

Bookmobile
Visits



2 Million

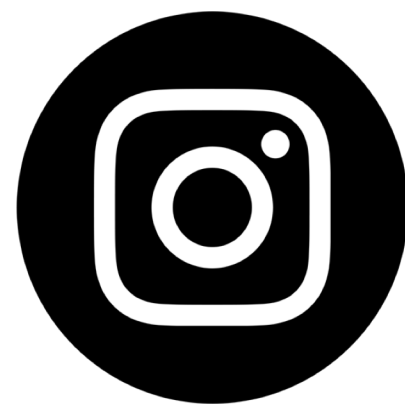
Circulation
For Electronic
Materials



Social Media Promotions

15

A Major Crisis Communications Tool



2,300+
Followers



12,000+
Followers



6,000+
Followers



526
Subscribers

#IndyLibrary

We ask patrons to use this hashtag to talk about programs and their attendance, as well as the Library and concerns regarding the Library overall. We want to track engagement and to get images of those that attended events.

Central Library

Indianapolis Public Library

Located in the heart of the city in downtown Indy, our flagship library is a major hub for events, media coverage, and has been featured in many publications touting the architecture of the building.



“We are all different, which is great because we are all unique. Without diversity life would be very boring.”

Catherine Pulsifer



Nan dihlak in kan i don hna. سبھی کا خیر مقدم ہے सभी का स्वागत है ၏ၵၢၵ်ႈႁၢၵ်ႈႁၢၵ်ႈ ၵၢၵ်ႈႁၢၵ်ႈႁၢၵ်ႈ
Todos son bienvenidos ပထဝီလိပ်ပျက်းက All are welcome
Wote mnakaribishwa الجميع مرحب بهم ਸਭ ਦਾ ਸੁਆਗਤ ਹੈ

All are welcome



Our Commitment To Inclusiveness

All Library services are available to residents of the Library district without regard to race, color, religion, national origin, sex, age, physical or mental disability, pregnancy, sexual orientation or gender identity.

Preparing For Drag Queen Story Time

18

Research and Brainstorming

- 1 | Our team took a look at other Library systems who had already had an event.
- 2 | We viewed news coverage of those events.
- 3 | Our Digital Marketing Specialist surveyed social media surrounding the events within other systems.
- 4 | We questioned our core values and who we are as a Library system to create messaging.
- 5 | Director, Communications ran point, knowing that the topic is delicate, so that we could truly own the narrative and messaging.



Drag Queen Story Time

Green Screen Theater, Learning Curve
Central Library
Friday, June 9th at 11 AM

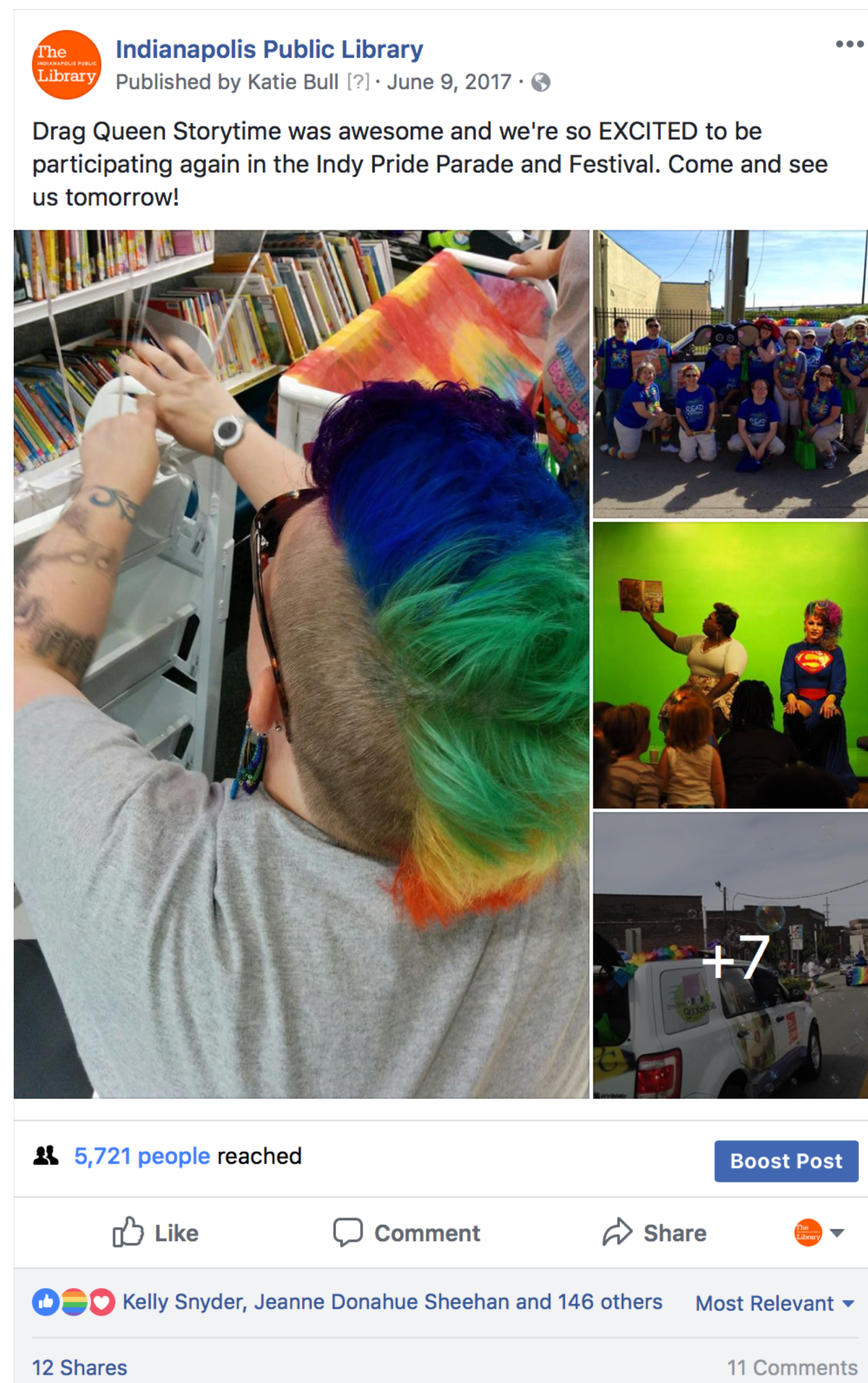
Join the Indy Bag Ladies for Drag Queen Story Time in celebration of **Indianapolis Pride Week**. Dress up as your favorite fairy tale character and hear great adventure stories read by one of the Indy Bag Ladies. See you there!



The First Event

Regular Post On All Social Media Outlets

19



#DragQueenStoryTime

The public response was overwhelmingly positive with very little opposing feedback.

Preparing For Drag Queen Story Time 20

The Optics, Before & After



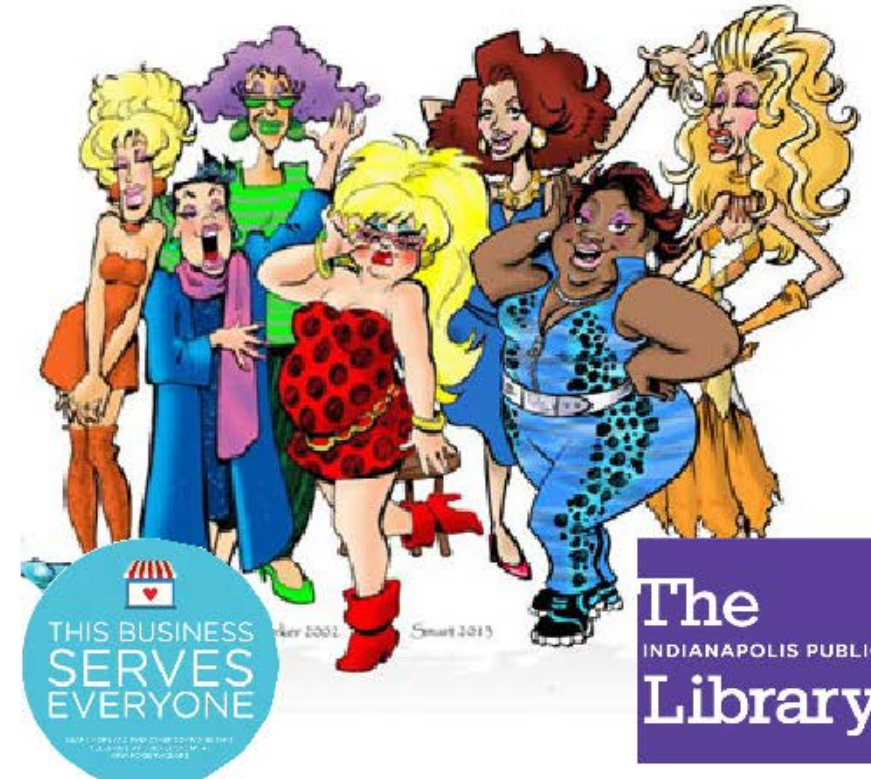
Drag Queen Story Time

Green Screen Theater, Learning Curve

@ Central Library

Friday, June 9th at 11AM

Story time theme: Fairy Tales



Drag Queen Story Time

Green Screen Theater, Learning Curve

Central Library

Friday, June 8, 11 AM to noon

Join us for Drag Queen Story Time in celebration of **Indianapolis Pride Week**.

Dress up as your favorite superhero character and hear great adventure stories read by Boy Gorge and Ryne Stone.

See you there!



Public Messaging

As an organization, we are committed to serving all throughout Marion County. This is an event that libraries across the country have been hosting and only one of more than 1,200 that we, on average, host each month. Our desire to serve all in Marion County, no matter race, cultural background, sexual orientation, socioeconomic class or any personal identifier is why we host events such as this one. Those that want to attend will, and those who do not, will not come. Choice of attendance is applicable for all events that we offer. We also open our doors to those who would like to rent space and host events of their own that they themselves promote. As a Library, we serve all and will continue to do so on a daily basis.

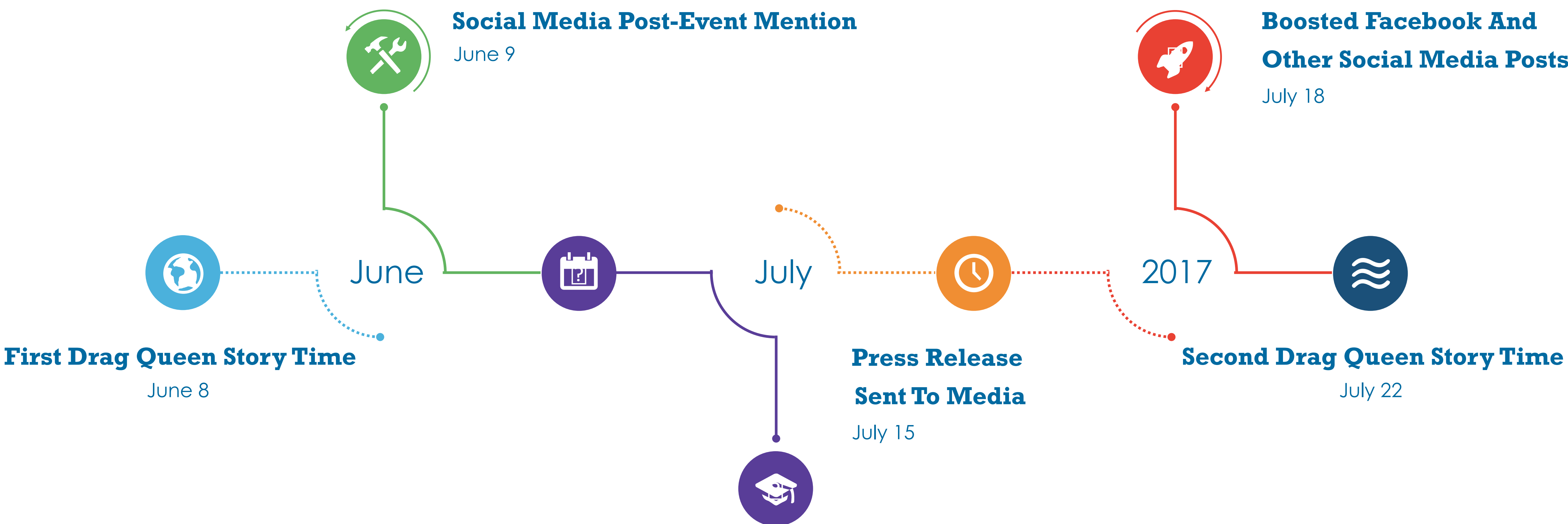


Internal Messaging

- IndyPL's desire to serve all in Marion County, no matter race, cultural background, sexual orientation, socioeconomic class or any personal identifier, is why we host events such as this one.
- IndyPL understands that some events it offers are not for everyone and understands some patrons may not wish to participate or fully agree. Choice of attendance, of course, is applicable for all events we offer.
- This program is only one of more than 1,200 that IndyPL, on average, hosts each month.
- This is an event that libraries across the country have been hosting. As a matter of fact, there will be a session on how to plan Drag Queen Story Times during the upcoming American Library Association conference.


Drag Queen Story Time Timeline

Public Relations And Social Media



To insure attendance, we decided to boost the second event to reach more of the selected target audience.

DRAG QUEEN








STORY TIME

Clowes Auditorium


Central Library

Saturday, July 22 at 11 AM


 Write a comment...
 




Social Media Gone Rogue

Our Messaging When Patrons Began Addressing Us And Each Other Regarding Differing Opinions


**gab.ai/TheBritt** @NeynotAny · 22 Jul 2017

Why is this happening at my city's tax-payer funded public library?



Indy Public Library @indylibrary
They are here at Central Library and they are FABULOUS! Come on down. #DragQueenStoryTime

2

**Indy Public Library** @indylibrary

Replying to @NeynotAny

As a government agency, we serve ALL. Those that came wanted to, those who didn't did not. LGBTQ citizens pay taxes too. 🏳️‍🌈

10:32 PM - 22 Jul 2017

6 Retweets


16 Likes




4

6

16




Tweet your reply

**gab.ai/TheBritt** @NeynotAny · 22 Jul 2017

Replying to @indylibrary


As a government agency you should not be introducing children to drag queens. It is totally inappropriate.

1


**Lauren** @AWomanOn2Wheels · 23 Jul 2017

Unfortunately for your argument, these kids may very well experience MUCH more inappropriate things at home. Kids need to be read to-period.

3

**gab.ai/TheBritt** @NeynotAny · 23 Jul 2017

So lets just pile more inappropriate things on top of that since theyre already dealing with so much?

**gab.ai/TheBritt** @NeynotAny · 23 Jul 2017


Replying to @indylibrary

If you serve ALL what date/time can the conservative tax payers of this city expect your pro-life & American exceptionalism story hour?

**Marie L Belanger** @MarieBLibrarian · 23 Jul 2017

Replying to @indylibrary @NeynotAny

The @ALALibrary is very clear on Inclusion diversity and human rights. Cornerstone of democracy is defence of freedom of expression.

**Christy Rogers** Is it just me or have all the comments from people against this have been removed??? Strange 🤔

Like · Reply · Message · 45w

6

**Indianapolis Public Library** Hi, Christy! It sure looks that way, doesn't it? Certainly not something that we have done as we believe in freedom of speech, no matter the viewpoint (unless comments use profanity or highly threatening or derogatory language towards a certain group or individual). Our Twitter page is full of comments both supportive and unsupportive of yesterday's event, and they are still intact, unless they included the aforementioned criteria. (As a note, there is still an opposing comment on this thread, so not all are gone.) At some point, others following this conversation may have reported comments and Facebook responded by removing those. We wish that weren't the case as we feel ALL our Marion County citizens should have a voice. We serve ALL!

Like · Reply · Commented on by Crowder KC [?] · 45w · Edited

2


**Christy Rogers** I have a feeling keyboard commandos harassed the posters and forced them to remove it themselves. Just a thought. Happy Sunday 😊

Like · Reply · Message · 45w


**Indianapolis Public Library** Christy, we can't speak to that as we don't know what happened. Either way, freedom of speech is important and we always want to promote that. We wish you a great day as well!

Like · Reply · Commented on by Crowder KC [?] · 45w · Edited


2

**Pat Doud White** What happened to the post(s) declaring this event to be incredibly wrong for children? Is there no fear of God in this city? Why haven't any of the Bible believing "Christian" leaders spoken out against this evil? Isaiah 5:20 Woe to those who evil good and good evil...". Matthew 18:5-6. And whoever receives one such child in My (Jesus) name receives me; but whoever causes one of these little ones who believe in Me to stumble, it would be better for him to have a heavy millstone hung around his neck, and to be drowned in the depth of the sea.

Like · Reply · Message · 45w

**Dolly McClamroch** please, no

Like · Reply · Message · 45w

**Indianapolis Public Library** This already happened and it was an overwhelming yes for those that attended. We welcome ALL!

Like · Reply · Commented on by Crowder KC [?] · 45w

1

We kept inclusivity at the forefront and did not discuss politics, personal preferences, nor religious beliefs as those were not reasons we hosted the program.

Sliding In Our DMs

Patrons Who Felt More Comfortable Dialoguing Via DMs Have And We Make Sure To Respond

I wanted to send a note saying thank you to the library for the drag queen story time the other day. I was quoted in the Star article and featured in the photos. Since then it has gone national and my words have been twisted by some journalists. I applaud this library for promoting inclusion and learning about all walks of life. My daughter and I had a wonderful time and will gladly not only attend, but promote any future story hours that you put on. I know you have faced some heat over this, know that there are MANY who applaud you and thank you for giving us a way to teach our children about the many different kinds of human beings who make up this world we live in.

Thanks for messaging us. We try to be as responsive as possible. We'll get back to you soon. In the meantime, visit us at <http://www.indypl.org/>.

Thank you so much Heather. We appreciated your comments and are so glad that you came and had an amazing time at Drag Queen Story Time. We love being able to serve all of our patrons and provide a wide variety of programs. It is our honor and responsibility to do so. Thanks for the kind words and we'll pass them along to the people who worked so hard on this. Much love! ❤️

I wanted to send a word of support and encouragement for the Queen story time. As there was an opinion piece published yesterday on foxnews, I thought it important to send some love your way. Keep up teaching and opening minds. Our state needs that so very badly! Here is a link if you haven't seen it.

<http://www.foxnews.com/opinion/2017/07/25/drag-queen-storytime-for-kids-at-library-what-in-name-captain-kangaroo-is-going-on.html>



Drag Queen Storytime for kids at the library -- What...

Welcome to the 21st century, America -- where childhoo...

foxnews.com



Thanks for messaging us. We try to be as responsive as possible. We'll get back to you soon. In the meantime, visit us at <http://www.indypl.org/>.

We've seen it. We appreciate your support. We're proud of the programs we offer and the opportunities that we provide for people of all ages and backgrounds. Thanks so much for messaging us!

Hi!! I am looking through the downtown events and there is an event called Drag Queen Storytime for preschoolers. Is this correct??? I really hope this is a mistake.

Thanks for messaging us. We try to be as responsive as possible. We'll get back to you soon. In the meantime, visit us at <http://www.indypl.org/>.

Jun. 8, 11:00AM

Little learners ages birth - 5 years old and their families are invited to come together in the Baby Zone of the Learning Curve for stories, songs and rhymes. All are welcome to stay after to play!

Drag Queen Storytime

Jun. 8, 11:00AM-, 12:00PM

Preschool children and adults are invited for a superheroes-themed story time presented by the Indy Bag Ladies, an organization that conducts public and charitable events in support of HIV research. Those attending are encouraged to dress up as their favorite superhero and listen to age-appropriate adventure stories.

Summer Showtime: The Incredibles

Jun. 8, 1:30PM

Children of all ages and families are invited for a showing of the film "The Incredibles" (PG).



Hi, Amber! Yes, this is correct. We've hosted several events in the same vein in the past as well and had large attendance from those who chose to come. We do understand that all events that we offer are not for everyone and also understand the desire not to participate or fully agree. We appreciate your question and would love to see you at any event that you feel best suits you and your family!

Sent by Crowder KC [?]

Hi! Thanks for such a fast and kind response. While I understand that not every program suits me, I do believe the public, government-owned library should steer away from politically charged classes for a variety of reasons.

I'd love to voice my concerns to the right person. Is there someone specific I should contact??

Thanks for all you guys do. We enjoy the library very much!



MAY 30TH, 10:54AM

Sure, John Helling, Director, Public Services, is your person. He may be reached by email at jhelling@indypl.org. He is aware you will be reaching out and is looking forward to hearing from you. Have a great rest of your day, and we appreciate your feedback, Amber!

Social Media Post-Event

Our Messaging And Images Post-Event



indylibrary
Indianapolis Public Library

indylibrary Such fun today for #DragQueenStoryTime at our Central Library! Thanks to our partners @open4serv and Indy Bag Ladies!

fitgalsal Go @missidakay 🍷🍷🍷

megslashesindy Ok this looks aweaome

jai_ruggs I can't believe we missed this!

shmit_igold @whereintheworldissjb what?! This sounds amazing!!!

whereintheworldissjb @shmit_igold get info for the next one!!

lookinforahug What fun! 🍷🍷🍷

130 likes

JULY 22, 2017

Timeline Photos

Drag Queen Story Time

THE BAG LADIES



Indianapolis Public Library
Published by Katie Bull (2)
Like This Page · June 6, 2017 · Edited ·

Families, dress up as your favorite fairy tale characters and hear great adventure stories as read by one of the Indy Bag Ladies in celebration of Indianapolis Pride Week. The Indianapolis Public Library is thankful for the support of Open For Service in presenting Drag Queen Storytime this Friday at 11am in the Green Screen Theater at the Learning Curve in Central Library. Click here for all the details: [#pridemonth](http://bit.ly/2qXC2M0)

7,637 people reached

Like Comment Share

Lisa Coffman and 86 others

43 Shares 8 Comments

Cheryl Lo Please do this again!!! I am so sad we won't be able to make it to this one

Write a comment...



indylibrary
Indianapolis Public Library

indylibrary Back by popular demand: Drag Queen Story Time! Families, join us Saturday, July 22nd at 11am at Central Library for superhero themed stories! Wear your best costume! See you there!

indylibrary .

#librarylove #library #loveindy #thisisindypl #read #reading #indy #librariesofinstagram #igersindy #kidslit #bookstagram #readersofig #booklove #dragqueen #midwestiscooltoo #midwestisthebest #indypride #swipeleft

ashleefujawa ♥

serrabruce_author Amazing!! Sorry we missed this

86 likes

JULY 19, 2017

Add a comment...



indylibrary
Indianapolis Public Library

indylibrary We had so much fun at Drag Queen Story Hour! #thisisindypl

indylibrary .

#librarylove #library #loveindy #kids #thisisindypl #indy #librariesofinstagram #bookstagram #igersindy #dragqueens #indypride #pride #indypl

kgflan No

chlzthegreat I bet the babies loved it! What a fun idea!

senordavenport This is awesome!!

jordyngryphon @kgflan let's hope your baby doesn't grow up to be as closed minded as you so that he/she can attend public events @indylibrary without being

121 likes

JUNE 9, 2017

Add a comment...

When The Emails Poured In

Emails Sent To Our CEO And Emails From Unhappy Foundation Board Members

The first post did not spark the attention of the second as we chose to boost the second social media post to an audience beyond our followers as well as create media coverage opportunities.

As some of you may have heard, the Library has been receiving media attention for a Drag Queen Story Hour that was held at Central Library this past weekend. In case you have questions or are asked questions by others, here is some information you might find helpful:

Links to Coverage

- <http://www.indystar.com/story/entertainment/arts/2017/07/22/indy-library-story-hour-drag-queens/495268001/>
- <http://www.wibc.com/blogs/tony-katz/tony-katz-today/indy-public-library-hosts-drag-queen-storytime>
- <https://www.facebook.com/indypl/> (scroll down to the entry on July 18)
- <https://twitter.com/indylibrary> (scroll down to July 22)

Library's Statement

- As an organization, we are committed to serving all throughout Marion County. This is an event that libraries across the country have been hosting and only one of more than 1,200 that we, on average, host each month. Our desire to serve all in Marion County, no matter race, cultural background, sexual preference, socioeconomic class or any personal identifier is why we host events such as this one. For those that wanted to attend, they did, and for those who did not, they didn't come. Choice of attendance, of course, is applicable for all events that we offer. We also open our doors to those who would like to rent space and host events of their own that they themselves promote. As a Library, we serve all and will continue to do that on a daily basis.

I am happy to have a conversation with anyone who would like to discuss this further. Thanks again for your generous support of the Library Foundation!

Roberta

Roberta Knickerbocker Jagers

President

phone (317) 275-4863

rjagers@indyplfoundation.org

THE INDIANAPOLIS PUBLIC LIBRARY FOUNDATION
www.indyplfoundation.org

Media Mania

The Story About The Second Event Received Both Local And National Coverage

Local Media

- [Indy Public Library Hosts Drag Queen Storytime](#) – WIBC
- [The Drop For July 27](#) – IndyStar
- [At This Indy Story Hour, Drag Queens Read To Kids](#) – IndyStar
- [Drag Queen Story Time Welcomes All Superheroes At The Central Library](#) – IndyStar
- [Indy Bag Ladies Host Drag Queen Story Time At Central Library](#) – IndyStar

- [Indy Public Library Hosts Drag Queen Storytime](#) – Fox59

National Media

- [Drag Queen Storytime For Kids At The Library – What In The Name Of Captain Kangaroo Is Going On?](#) – Fox News
- [At This Library Story Hour, Drag Queens Read To Kids](#) – USA Today Network

We had TV appearances, print write-ups, and radio news coverage for this event.

Indy Public Library hosts Drag Queen Storytime



DRAG QUEEN STORYTIME

**HAPPENING
TODAY**

Media Mania

30

The Story Received Both Local And National Coverage

**IndyStar** ✓
July 22, 2017 · 🌐

Like Page

Forget pajamas and cartoons. For Halle Pino, Ida Kay and Blair St. Clair, Saturday morning meant story time for a room of young kids — and dress-up story time at that.



INDYSTAR.COM

At this Indy library story hour, drag queens read to kids
After seeing Drag Queen Story Hour hit big cities on the coasts, a library



1.5K


687 Comments 230 Shares

 Like

 Comment

 Share







Ida Kay I would just like to point out here. This day was full of nothing but love. This day was full of nothing but happiness. This day was full of education about what the ten rules of being a superhero are. This day was full of explaining the difference between what a kitten, kitten princess, and super kitten princess are. I truly hope that everyone one day can open up their hearts, minds, and souls to the idea that we all just want the same things for kids - happiness. And however parents choose to bring that happiness to their kids is not up to anyone else BUT the parents. These parents chose to bring their kids here and from asking most of the parents - it was the kids decision. They wanted to come and have stories read to them. Regardless of who was reading it. This day was full of fun. I again want to thank the [Indianapolis Public Library](#), and [IndyStar](#) for allowing us to bring happiness to kids. I truly can not wait until the next story time, because it will be bigger and better than ever. Follow the [Indianapolis Public Library](#) on facebook to get updates as to when the next one will be!

And remember, regardless of your views, choices, or opinions. You always have a place to vent or discuss with me.

XOXO



12

Like · Reply · 45w · Edited

This is only a snapshot of media received as social media posts on local news stations and comment sections were full of responses, both in support and against the event.



Why We Chose Not To Be Silent

Supporting All Patrons Rights By Speaking Up

Our decision to have dialogue with patrons, staff members and those who mentioned the program was intentional. We responded to both those pro- and opposed to the event.

Messages We Received That Were Anti-Event

32

We wanted to be clear, that no matter your stance, the Library is a safe space for ALL

Our Voice, Our Message

We felt it important that both sides were able to share their views **respectfully**. Those who were not respectful were removed from the conversation. We also felt it important not to be silent as that would've communicated a lack of support to our LGBTQ+ friends, which is unacceptable.



We Pay Taxes. 01

LGBTQ+ citizens pay taxes as well.



Libraries Shouldn't Be Political. 02

This isn't a political issue, and is based on our Commitment to Inclusiveness statement.



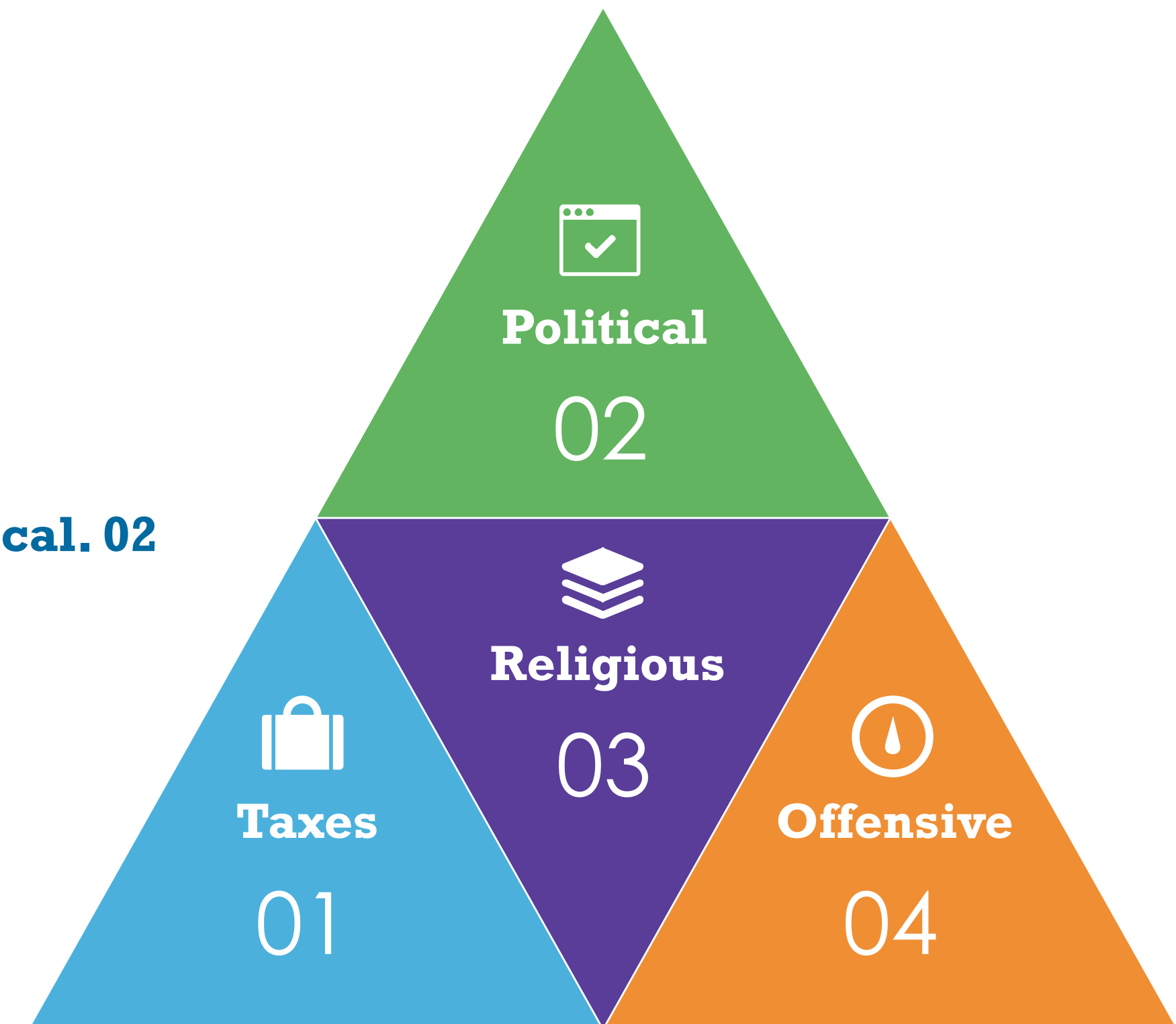
This Is Anti-Religious. 03

We do not program religious events and do not consider sexual orientation a religious issue.



The Event Is Offensive. 04

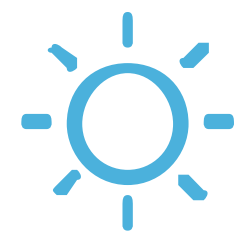
We host more than 1,200 each month, and attendance to all events are optional.



Messages We Received That Were Pro-Event

33

We were overwhelmed by the positive responses



Positive > Negative 01

We received many more mentions of support than the other way around.

SPREADING LOVE



PRIDE 02

Many patrons expressed feeling support from the Library for hosting this.

SUPPORT



Images 03

Tons of patrons posted images of their kids on social media at the events.

#thisisIndyPL



Patron Bonding 04

Through this, no matter the stance, we saw patrons supporting each other.

COMMUNITY

We Hosted Another Event In 2018

We did get responses from a few who were disgruntled, but we found most are in continued support. This is becoming a tradition during PRIDE Month that we plan to repeat as this program highlights our increasing desire to be a safe space for ALL. We now have a LGBTQ+ Support Committee, and staff, along with our Bookmobile, have represented the Library in the Indy PRIDE Parade for years.

Our Top Four Tips For Crisis Communications

Thinking Ahead



We Serve **ALL!**

At the end of the day, this is our overarching statement,
core beliefs and values.

Questions?