



Contra
Costa
County

To: Board of Supervisors
From: Alison McKee, County Librarian
Date: April 12, 2022

Subject: Creation of a digital video campaign that promotes the Library

RECOMMENDATION(S):

APPROVE and AUTHORIZE the County Librarian, or designee, to authorize Comcast Cable Communication Mgmt, LLC (dba EffecTV), to create an online digital video campaign that will promote the Library and certain commercial products available free of charge to library card holders.

FISCAL IMPACT:

The production fee is \$14,500. 100% Library Fund.

BACKGROUND:

Goal 4 of the Library's current strategic plan is to "promote its value, programs, and opportunities to the community." To that end, the Library intends to initiate a promotional online video campaign in order to encourage people to take advantage of free Library resources. To do so, the Library intends to engage EffecTV to prepare an ad campaign in the form of a digital video for TV and streaming that will be available on the County's website, and social media including Facebook, Twitter, and YouTube. The video will highlight some of the Library's many resources, including the New York Times, the Wall Street Journal, Newsbank (news database resource), Libby/OverDrive (eBooks and audio books), Kanopy

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **04/12/2022** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: April 12, 2022

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: Stacey M. Boyd, Deputy

Contact: Alison McKee,
925-608-7701

cc:

(movie streaming), Ancestry (genealogy research), Rosetta Stone (foreign language instruction), and LinkedIn Learning (online video tutorials).

Because the Board adopted Resolution No. 91/485 on July 15, 1991, which prohibits a County employee or contractor from endorsing or opposing the use of any name brand or commercial product without prior approval from the Board of Supervisors, the County Librarian seeks authority from the Board to identify certain specific commercial resources available through the Library as part of the Library's ad campaign. If the Board approves the inclusion of the product names in the ad campaign, the contract with EffecTV will include a special condition that waives Section 26 "Endorsements" of the County's general contract conditions, since the language in Section 26 will be moot as a result of this Board action.

CONSEQUENCE OF NEGATIVE ACTION:

If not approved, the Library will not be able to enter into a contract with Comcast Cable Communication Mgmt, LLC, (dba EffecTV) for the purposes of promoting the Library's most popular digital resources in an online video campaign.