



# CALIFORNIA PRESERVATION FOUNDATION

## The Doctor Is In: Preservation Marketing in a Crisis

April 21, 2020

**Cindy Olnick**

Communications consultant  
for historic places and preservation  
[cindyolnick.com](http://cindyolnick.com)

**FOR-PROFIT EDITION**



# Why me?

- 30 years in communications
- 20 years in historic preservation
- 14 years at the Los Angeles Conservancy
- Consulting since 2018 for historic sites, preservation organizations, nonprofits
- VP Public Awareness, Long Beach Heritage
- Board member, LAPL Photo Friends  
(*L.A. Landmarks: Lost and Almost Lost*, 2017)
- On a mission to advance the field of preservation through smart communications



With KTLA's Gayle Anderson during the successful Partners in Preservation campaign for L.A.'s Church of the Epiphany, 2018


Who are you?

How are you?

# Where are we?

## “The end of the beginning”

– Dr. Mark McClellan, Former FDA Commissioner

- 👉 Righting the ship
  - 👉 Adapting to constant changes
  - 👉 Starting to innovate
  - 👉 Reaching out to key audiences
- 

# Is preservation relevant right now?

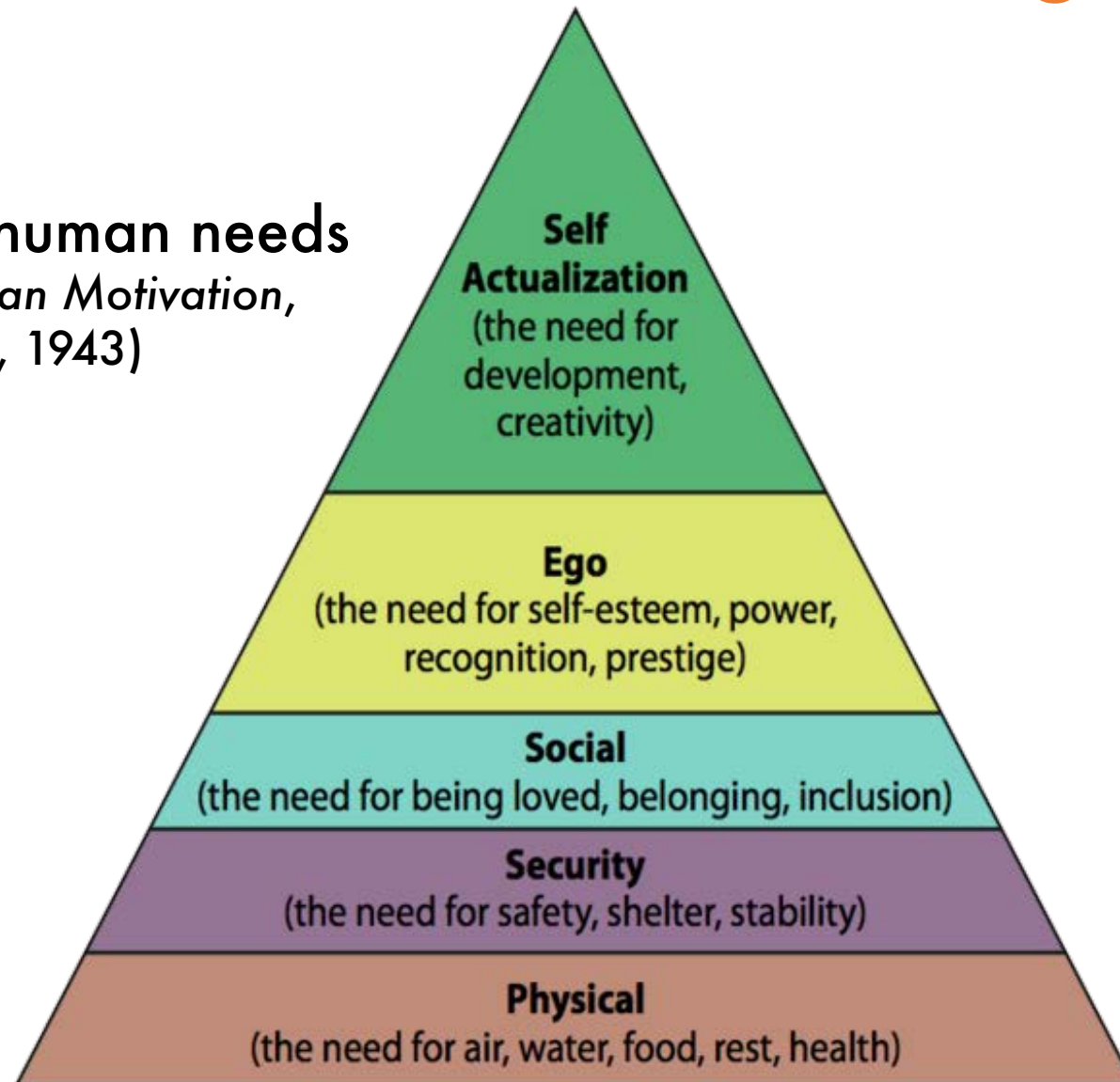
Demolition  
of LACMA,  
April 2020



Allen J. Schaben /  
*Los Angeles Times*

# Is preservation relevant right now?

**Hierarchy of human needs**  
(*A Theory of Human Motivation*,  
Abraham Maslow, 1943)



Neel Burton via *Psychology Today*

# Is preservation relevant right now?

- 👉 Historic places are touchstones – stable, familiar, grounding, evidence of our resilience.
- 👉 Technology is a saving grace right now, but it'll never be enough. That's why we do what we do.
- 👉 How can we think about new ways of connecting that enhance, or even transform, our work?



# Marketing

The generous act of helping someone solve a problem. Their problem. Marketing helps others become who they seek to become.

– Seth Godin, author, entrepreneur, teacher



# Content marketing

Creating and sharing relevant and valuable content that attracts, educates, motivates, and inspires your participants, supporters, and influencers so that they can help you achieve your mission.

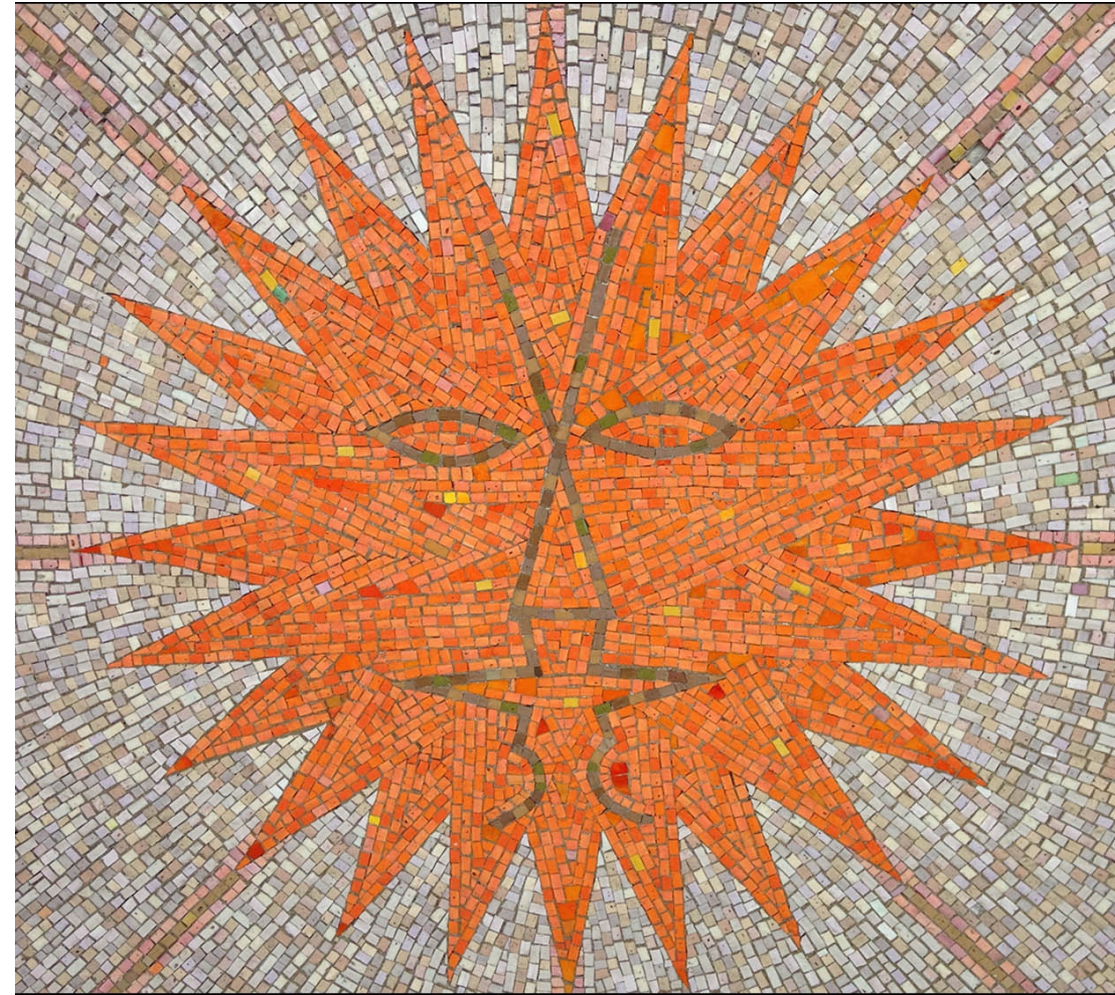
– Kivi Leroux Miller, founder/CEO,  
Nonprofit Marketing Guide



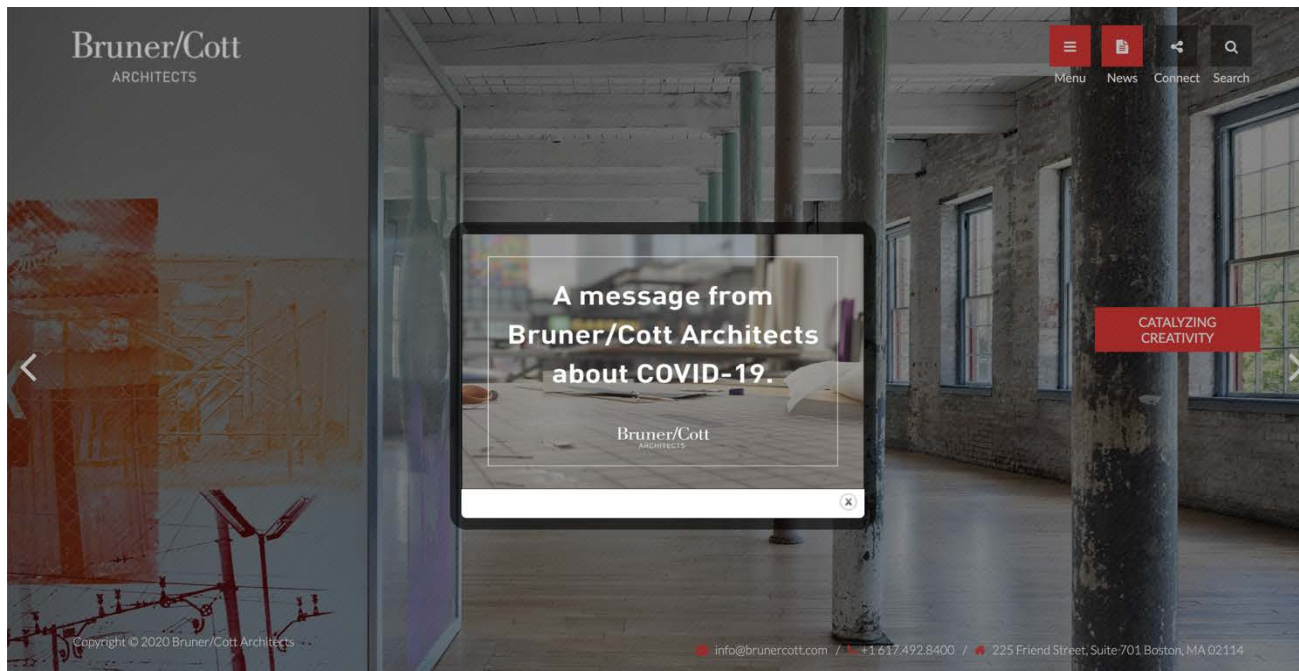
# How to connect right now: Be helpful humans

- ☞ Focus like a laser on the people you serve
- ☞ Strengthen relationships
- ☞ Communicate with empathy
- ☞ Be honest and authentic

Detail, *Recognition of All Foreign Lands* by Richard Haines,  
Los Angeles Federal Building (Welton Becket & Associates, 1963)



# What: Your policy



## A MESSAGE FROM BRUNER/COTT ARCHITECTS ABOUT COVID-19

by: Bruner/Cott

News / 19 Mar 2020

To our clients, colleagues, and friends,

**Updated on March 31, 2020:** Bruner/Cott Architects continues to work remotely through at least early May 2020, in accordance with state and CDC recommendations.

We are monitoring the COVID-19 situation and making informed decisions that protect the health and safety of our community. We began working remotely March 13, 2020 and shifted all in-person meetings to video conferences and phone calls. We are committed to putting the health and safety of our people and community first. Our goal is to maintain an open line of communication throughout this uncertain time and provide our clients with the same level of service and responsiveness associated with Bruner/Cott Architects.

We appreciate your patience as we acclimate to this shift in culture and the fluid circumstances of this pandemic and are here to answer any questions you may have for us at [info@brunercott.com](mailto:info@brunercott.com).

Sincerely,  
Bruner/Cott Architects

Search... SEARCH

### UPCOMING EVENTS

There are no upcoming events at this time.

### RECENT TWEETS

Tweets by @BrunerCott

**Bruner/Cott**  
@BrunerCott

At Bruner/Cott, we believe in a shared responsibility to honor our planet. As architects, we have a unique opportunity to create positive change by designing built environments that are regenerative, economically responsible, ethical and equitable.

Happy #EarthDay2020!



Apr 22, 2020

# Changes/updates to your work

Bruner/Cott Retweeted



**Architectural Heritage Foundation**

@AHFBoston

To help slow the spread of #COVID19 and in compliance with the Governor's orders, construction @CRSpeedway was paused several weeks ago. Photographer Jason Baker beautifully captured the stillness at #TheSpeedway. [charlesriversspeedway.com/#Boston](https://charlesriversspeedway.com/#Boston) #ThisPlaceMatters #StaySafe



Apr 20, 2020



**Bruner/Cott**

@BrunerCott

Construction sites are looking a little different these days.

We're glad Associate Principal Greg Russell was able to drive around the perimeter of the site at @playimagineact earlier this week to check on #construction progress from a safe distance.



# Practical solutions

Suspects  
– Work  
Tangents  
Contact

– (S) Small  
(M) Medium  
(L) Large  
(XL) Extra Large

S/S Drapery Rods  
Shenoha Furniture  
Cluck T-Shirts  
Penton Carriage House  
My Townhome Office  
Furniture  
Shook Office Steel  
ARC Observation Tower  
Roush Racing Retail  
Gallery W.D.O.  
Nest Playhouse  
Citizens Bank Prototype  
Platform Bed  
Brooklyn Loft  
Seven Table  
Cline Residence  
Cluck Office  
Cluck Furniture  
The Spoke Easy  
YogaOne  
Twenty Two  
Midwood Carriage House  
FitBloc  
Rampton Lodge  
Protagonist Clubhouse  
Papi Queso - Optimist  
DIY Facemasks

© 2020 Cluck Design  
Collaborative, PLLC. All  
rights reserved.

site / LISTENDESIGN

TEXT.

## DIY Facemasks

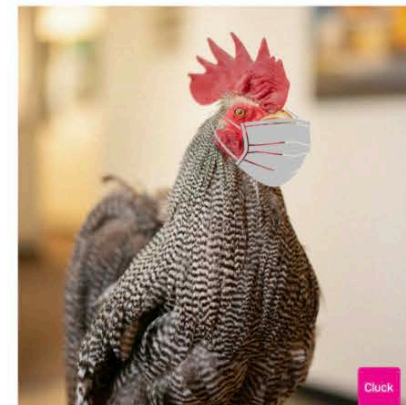
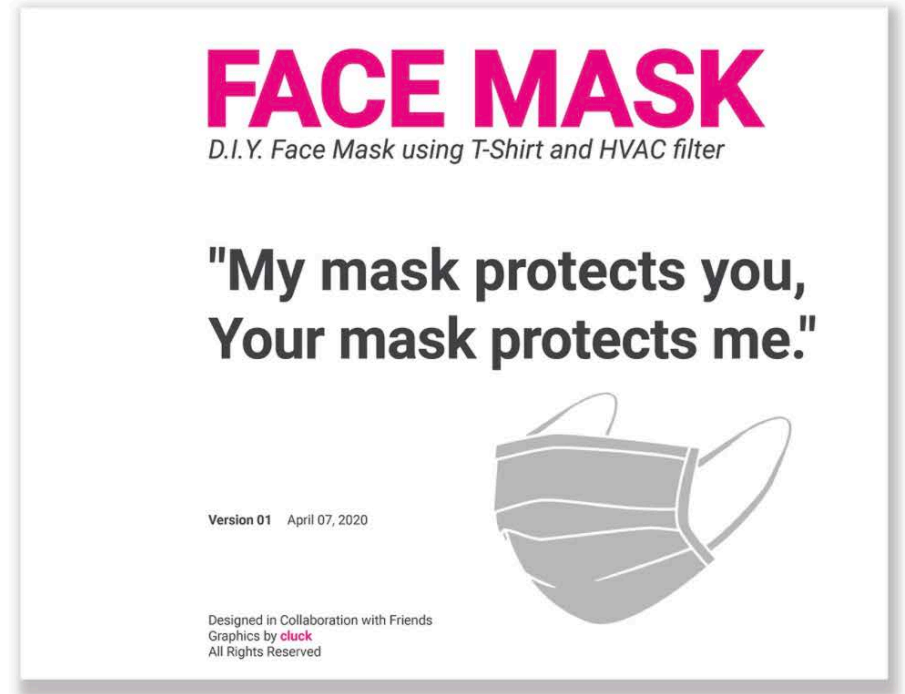
Earth

DIY Facemask Instructions with printable  
Templates.

"My mask protects you, your mask protects  
me."

[Download here](#)

IMAGE.



**D.I.Y. Face Masks**  
*Download Instructions & Templates*

"My mask protects you,  
Your mask protects me."

Link in Bio @cluckdesign  
or  
[www.CluckDesign.com](http://www.CluckDesign.com)

# Practical solutions

Hardlines Design Company

+ Follow ...



101 followers

1w • Edited •

When Cathie, a project manager on our team, bought a CNC laser cutter for herself, it was first to use it to make decorative tiles as gifts to friends and family. We're extremely proud of her most recent volunteer effort. The plight of emergency medical personnel during the COVID-19 outbreak inspired Cathie to start a Facebook group called Casey's Mask Extenders, and she and others in her group are making mask extenders for emergency and medical personnel who must wear masks all day to protect themselves from COVID-19. The extenders provide relief to these front-line workers by allowing them to get the straps off of their ears.

[#InThisTogetherOhio](#) [#StayHome](#) [#StaySafe](#) [#AsSeenInColumbus](#)  
<https://lnkd.in/dCrNAqs>



# Your people



archimania • [Follow](#)



archimania archimania, like many other firms, has seen a change in how our day-to-day looks. Meetings are conducted virtually, catchups happen over Slack, and screen shares have become the new norm. We look forward to the day when we can collaborate and celebrate together in person, and, most importantly, welcome you into our office again. Until then, we hope you and your loved ones are healthy and able to find comfort during these strange times.

6d



hscroggins love this ✨



6d Reply



186 likes

6 DAYS AGO

Add a comment...

Post

# Ways to help

Omgivning

Important March 31, 2020 at 9:04 AM

0

Here's How to Support Local Restaurants and Bars

To: Cindy Olnick,

Reply-To: Omgivning

[View this email in your browser](#)

## OMGIVNING

To our clients, partners, and community:

All around us, small businesses are struggling to stay afloat. But many places, especially restaurants, have found new ways to serve their customers. Now it's time for us to serve those restaurants.

Here's an abbreviated, very localized list of our favorite spots that are modifying their operations or doing their best to stay solvent--but not without the support of people like us. So read on, click through, make some arrangements, and keep enjoying what makes our clients and friends so special.



- [Lala's](#): Doing [takeout and delivery](#) at all locations! Don't miss out on that sangria (we sure don't).
- [Lodge Bread Co](#): [Store is safely open](#) but also there's a [cool new site](#) for online ordering (you pick up outside that lovely Culver City storefront).
- Terroni & Dopolavoro: The only thing more fun than pizza is a pizza kit! [Details here](#). Takeout and delivery also available at both locations. Also, [Dopolavoro](#), the grocery store, is safely open, and fully stocked with eggs, milk, fresh meat and vegetables, and even flour.
- Gelateria Uli: Shut down last week, sadly. There's a [campaign](#) to help out with payroll.
- Sonoratown: [Takeout and delivery](#). Plus you don't have to stand in that huge lunchtime line.
- Juice Crafters: We'll always be partial to the original DTLA spot, but locations all over LA and San Diego are fully operational for [takeout and](#)



# Resources

## COVID-19

We are living—and working—through an unprecedented crisis. The coronavirus is a threat to our health, businesses, communities, and the economy. In the face of risk, which steps will you take today? Tomorrow? 6 months from now? Explore the latest insights from our experts to help you navigate through COVID-19.

Showing: All Types

ENGAGEMENT DISASTER MANAGEMENT HEALTH TRANSPORTATION STRATEGY

FEATURED ARTICLE

### Americans pick public health over the economy—even with near-record unemployment.

ARTICLE

#### 4 ways to easily adapt in-person instruction to virtual learning

ARTICLE

#### How 511NY Rideshare put New Yorkers back in action with the state on PAUSE

ARTICLE

#### Company loyalty in times of uncertainty

▶

▶

▶

# Resources

THANKS,  
HRG!



CALIFORNIA  
P R E S E R V A T I O N  
F O U N D A T I O N

Presents:

Preservation  
Marketing  
in a Crisis

Communications  
Consultant

Cindy Olnick

hrgpreservation • Following

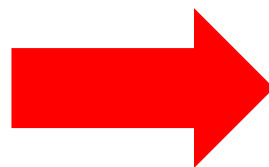
hrgpreservation How does your work fit into our new reality? Join the California Preservation Foundation and communications consultant Cindy Olnick today at noon as they dive into this timely topic. How should you be communicating to your donors, partners, clients, and prospects? Should you hold off on fundraising? Is preservation even relevant right now? This live Q&A session will offer

Liked by docomomo\_socal and 14 others

1 DAY AGO

Add a comment... [Post](#)

# Trusted sources of health info

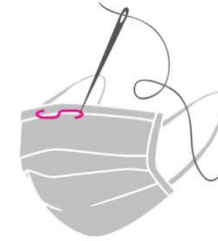


## 7

### Finishing Touches



Sew on elastic straps



Add paper clip on bridge of nose

Designed in Collaboration with Friends  
Graphics by **cluck**  
All Rights Reserved

## 8

### CDC on Homemade Cloth Face Coverings

CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain (e.g., grocery stores and pharmacies), **especially** in areas of significant community-based transmission.

CDC also advises the use of simple cloth face coverings to slow the spread of the virus and help people who may have the virus and do not know it from transmitting it to others. Cloth face coverings fashioned from household items or made at home from common materials at low cost can be used as an additional, voluntary public health measure.

Cloth face coverings should not be placed on young children under age 2, anyone who has trouble breathing, or is unconscious, incapacitated or otherwise unable to remove the cloth face covering without assistance.

The cloth face coverings recommended are not surgical masks or N-95 respirators. Those are critical supplies that must continue to be reserved for healthcare workers and other medical first responders, as recommended by current CDC guidance.

#### Should cloth face coverings be washed or otherwise cleaned regularly? How regularly?

Yes. They should be routinely washed depending on the frequency of use.

#### How does one safely sterilize/clean a cloth face covering?

A washing machine should suffice in properly washing a cloth face covering.

#### How does one safely remove a used cloth face covering?

Individuals should be careful not to touch their eyes, nose, and mouth when removing their cloth face covering and wash hands immediately after removing.



# Insight / Analysis



ENGEL & VÖLKERS covid 19 real estate

Company

Blog

Watch list

English

## How will Covid-19 change the real estate market?

The latest analyses of the Engel & Völkers experts

Engel & Völkers Licence Partner covid 19 real estate

## Property prices in the corona crisis - recession in the property market?

The pandemic caused by COVID-19 has a **massive impact on financial markets** and the economy worldwide. Many investors, property owners, potential home buyers and landlords are therefore asking themselves: Is the corona crisis also affecting the real estate market? Are property prices rising or falling due to the coronavirus? We will get to the bottom of these and similar questions in the

Get in touch

# Virtual tours (yours or others')

## Frank Lloyd Wright Foundation To Host Virtual Tours

April 13, 2020, 5:24 pm



As the Spring home touring season approaches, many architecture buffs and architectural organizations have had to cancel their scheduled tours and refund tickets. Of those affected is the iconic architect Frank Lloyd Wright's foundation. With some of the most easily recognizable modern homes in history, the foundation in his name has responded quickly and creatively to the COVID-19 pandemic. The Frank Lloyd Wright Building Conservancy in partnership with the Frank Lloyd Wright Foundation announced last week that every Thursday at 1pm Pacific time, each participating location of Wright's legacy will share a short video tour of the homes on their social media accounts!

In an effort to allow people far and wide to see the homes and to raise awareness of the foundations' causes, the virtual tours can be viewed on Facebook, Instagram, the homes' respective websites, and Twitter.

Here are some of our favorite Frank Lloyd Wright designs offering #WrightVirtualVisits.



**wrighttaliesin**  
From IGTV · 46.4k followers

[View Channel](#)



# Optimism



Page & Turnbull  
@PageandTurnbull

- Home
  - Reviews
  - Photos
  - Videos
  - Posts
  - About
  - Community
- Create a Page

Like Follow Share ...

 **Page & Turnbull**  
April 9 at 3:57 PM · 🌐

Throwback to last month, when former AIA SF presidents (including Page & Turnbull principal Carolyn Kiernat) gathered to discuss an exciting new project. Looking forward to when we all can get together like this again.

#tbt #aiasf #beforeshelterinplace #beforesocialdistancing  
#sfarchitecture #stayhealthy



 You, John Lesak, Melita Jureša and 7 others

# Uplifting pursuits



EverGreene\_Arch\_Arts @EverGreeneAA · Apr 15

Our talented artist, Greta, has been creating daily artwork during this pandemic. Here is one of her beautiful pieces.

#EAAArtistsatHome #EAAwfhart #creativityheals #EAArtTherapy  
#EverGreene #ArchitecturalArts #soooooogreta



**The world  
cracks  
under  
social  
distancing  
Art  
holds the  
healing**

Séries  
19.  
4/5/20



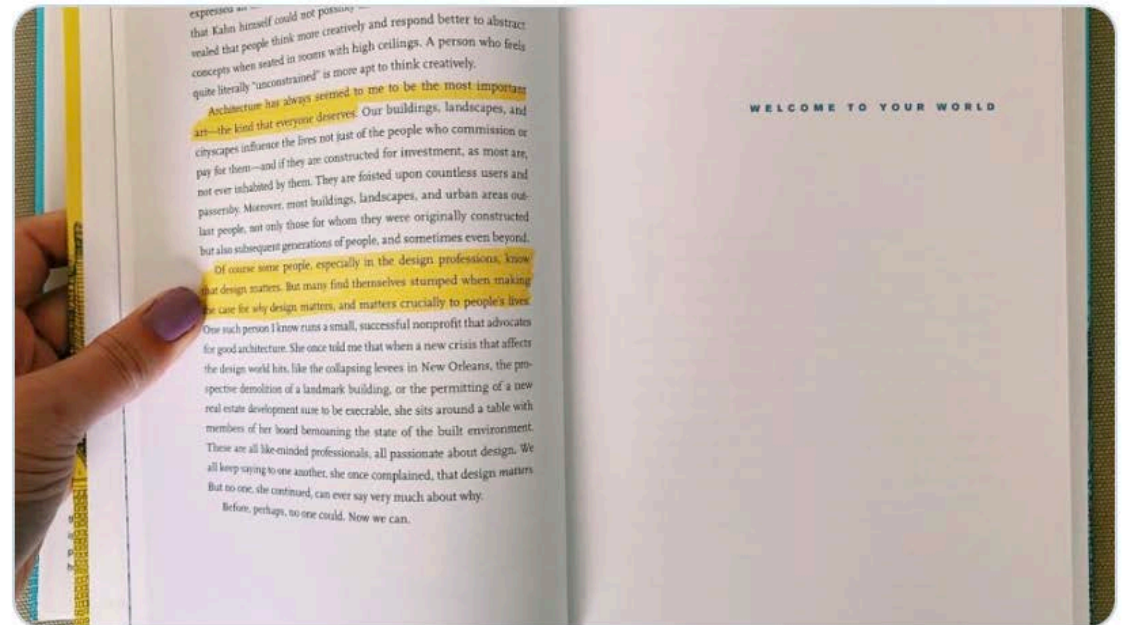
0:09 | 11 views



EverGreene\_Arch\_Arts @EverGreeneAA · 21m

Happy World Book Day! EverGreenerers have been reading for fun and for professional knowledge while in quarantine. What have you been reading?

#EverGreene #ArchitecturalArts #WorldBookDay #WorldBookDay2020  
#Reading #BooksWeLove



Fun



Shop Products

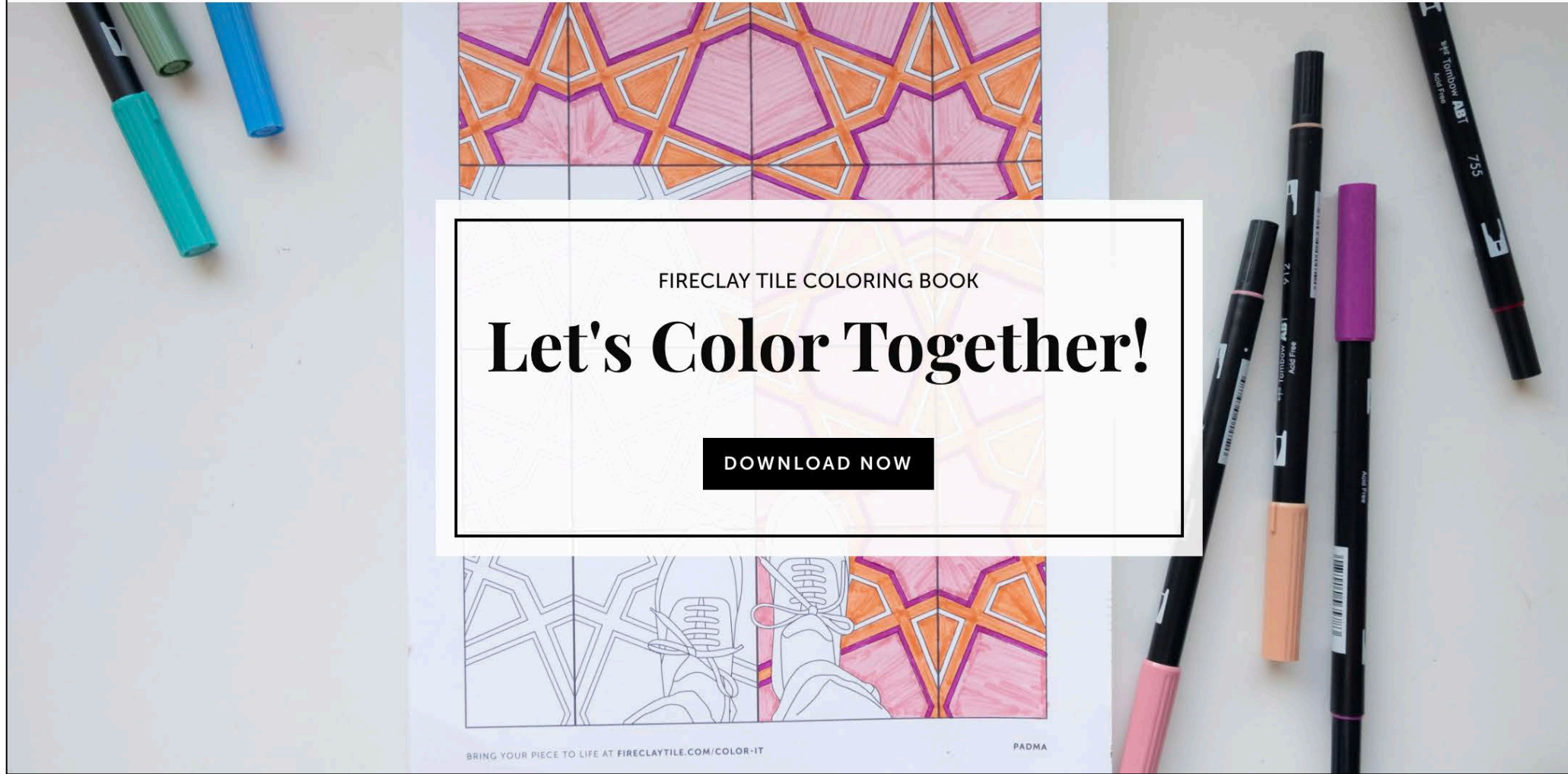
Inspiration

Learn

Commercial



Home / Color Together



FIRECLAY TILE COLORING BOOK

Let's Color Together!

DOWNLOAD NOW

BRING YOUR PIECE TO LIFE AT FIRECLAYTILE.COM/COLOR-IT

PADMA



# Beauty



rosinpreservation • Follow



rosinpreservation Another pleasant spring evening to be out and about. What historic beauties are you seeing on your strolls? #walkaboutwednesday #janssenplacehistoricdistrict #thisplacematters #kclandmarks #historickc #architecture #historicpreservation #urbanexplorations #kansascityhistory #janssenplace #historicneighborhoods

2w



laughingveganfreak Great looking street. 



Liked by sarahmarsom and 93 others

APRIL 8

Add a comment...

Post

# What about clients? Prospects?

- ☞ Check in; ask how they're doing
- ☞ Work with them to adjust project schedules, scope, etc.
- ☞ Don't assume anything
- ☞ Find a way to express optimism (authentically)
- ☞ Be honest and candid (but not freaked out)



Other ideas? Please let me know! [cindy@cindyolnick.com](mailto:cindy@cindyolnick.com)

# Tone and style

☞ Clear

☞ Concise

☞ Calm yet candid

Continued on next slide >

## Serving Our Clients During COVID-19

ESA Clients and Colleagues,

I hope you all are staying healthy and grounded under these extraordinary circumstances. It has been almost a month since our initial message regarding [ESA's response to COVID-19](#). While in some ways it feels like little has changed in that short period of time, with most of the country under Stay-at-Home orders, there have been remarkable evolutions at ESA, and I wanted to share the most pertinent topics with you today.

### **Distributed ESA and Staying Safe in the Field**

While all of our offices are closed and operating only under "minimal business operations," our entire staff has been set up to work efficiently and effectively from home. We view our new operational mode as "Distributed ESA," rather than "remote"; we are well connected and our energy and the work are flowing. We're grateful to all our employee-owners for their nimble response—setting up ESA in over 400 homes across our four regions without skipping a beat on client service and delivering quality work.

In addition, we've maintained active field work programs. For projects that have been identified as "essential" by our clients (and many have), ESA our staff is committed to meeting the field work needs. We have adopted a comprehensive [COVID-19 Response Plan](#) that includes detailed and up-to-date guidance for field work to protect the health and well-being of our clients, communities, and employee-owners.

### **Date**

April 23, 2020

### **Author**

Leslie Moulton-Post

### **Share**



# Tone and style

☞ **Compassionate**

☞ **Conversational**

☞ **Consistent**

## **Employing Technology to Help Our Clients**

ESA has effectively transformed into a completely digital workplace in just a matter of weeks, and we are finding that this transformation will also provide additional value for our clients. Over the last few weeks, we have optimized a number of our existing technology offerings to make collaboration and communication with our clients—and, in turn, their constituents and stakeholders—easier in light of COVID-19. This includes the ability to:

- **Host and facilitate virtual public meetings**
- **Disseminate project information on a custom-designed website**
- **Streamline the public comment process**
- **Engage in more collaborative project management**

If any of these technologies might be helpful for you and your organization, please reach out to your project manager for more information.

## **Taking Care of Our Employee-Owners**

Since the second week of March, when ESA asked all of its employee-owners to work from home to help flatten the curve of COVID-19, our Corporate Response Team has met daily to review the situation and provide critical updates in a daily email. This has evolved into a weekly email series: Mental Health Monday, Wired Wednesday, and Feel Good Friday, that provides everything from tips for working at home with children and best practices for conducting a video conference to inspiration and silver linings that have come from this unprecedented situation. Much of the content is driven by our staff, and we have received wonderful feedback that our employee-owners feel more connected than ever, even when physically apart.

I hope this information is helpful for you as we continue to work together during this unprecedented time. We want to assure you that ESA will be there to support your needs in any way afforded to us. Thank you for the opportunity to be your partners and colleagues. Stay safe and healthy.

All the best,

Leslie Moulton-Post  
President/Chief Executive Officer

# Language

- ☞ “social distancing” > “physical distancing”
- ☞ “upheaval/disruption” > “flux/change”
- ☞ Try to avoid
  - Words that evoke fear (“collapse,” “outbreak”)
  - Prognostications (“never,” “soon,” “normal”)
- ☞ Check/update your standard/automated materials (right now if you haven’t already)



# Looking ahead (≠ predicting the future)

The middle is always the hardest part.

Try to look ahead.

What do you want to be talking about?

What will people want from you?

– Kivi Leroux Miller



# What do we want?

**What do we want our communities  
- and the field of preservation - to  
look like on the other side of this?**

**What can we do NOW to help  
make that happen?**

# For much, much, much, much more info

## Architecture / Preservation / Planning

[COVID-19 Resources for Architects](#) (American Institute of Architects)

[Coronavirus Construction Limits: State-by-State Tracker](#) (Architect mag)

[How Architecture Firms Are Responding to COVID-19](#) (Architect mag)

[Urban Land COVID-19 Industry Insights](#) (Urban Land Institute)

Of course, The Doctor Is In! ([California Preservation Foundation](#) - [subscribe for notices](#))

*Preservation Leadership Forum, National Trust for Historic Preservation:*

[Professional Resources in Response to the Coronavirus](#)

Recent webinars on [communications/fundraising](#) and [digital engagement](#)

[More COVID-19 Resources](#)

## Marketing / Communications (nonprofit stuff still has great tips for anyone)

[Content Marketing Institute](#) (for-profit)

[Nonprofit Marketing Guide](#)

[Julia Campbell Social Marketing Nonprofit Coronavirus Resources](#)

[Big Duck Insights](#)

[M+R Lab](#) (blog)



# But wait, there's more

## Messaging / Engagement

Framing COVID-19 (FrameWorks Institute)

Stratiscope 6-Point Virtual Civic Engagement Strategy for COVID-19

Cuseum (for museums; great info for others too, esp. on collaboration)

## Resiliency / Crisis Management / Social Change

COVID-19 Community Support Forums (Dr. Lucy Jones Center for Science and Society)

The Communications Network - crisis comms triage kit and virtual roundtables

Rethinking Social Change in the Face of Coronavirus (Stanford Social Innovation Review)

Other ideas? Please let me know! [cindy@cindyolnick.com](mailto:cindy@cindyolnick.com)

# Q&A

Thank you!  
Keep in touch!

Cindy Olnick

[cindyolnick.com](http://cindyolnick.com)

[cindy@cindyolnick.com](mailto:cindy@cindyolnick.com)

in   