

LunchChat

Connect. Inform. Help.



Communicating and Marketing Through Challenging Times

April 7, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Panelists



John Groh
RACVB
President/CEO



Pam Maher
KMK Media
CEO



Katryna Kirby
Social Kat Co.
Owner



Jay Graham
GrahamSpencer
Founder/Co-Creative Director

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

Pam Maher



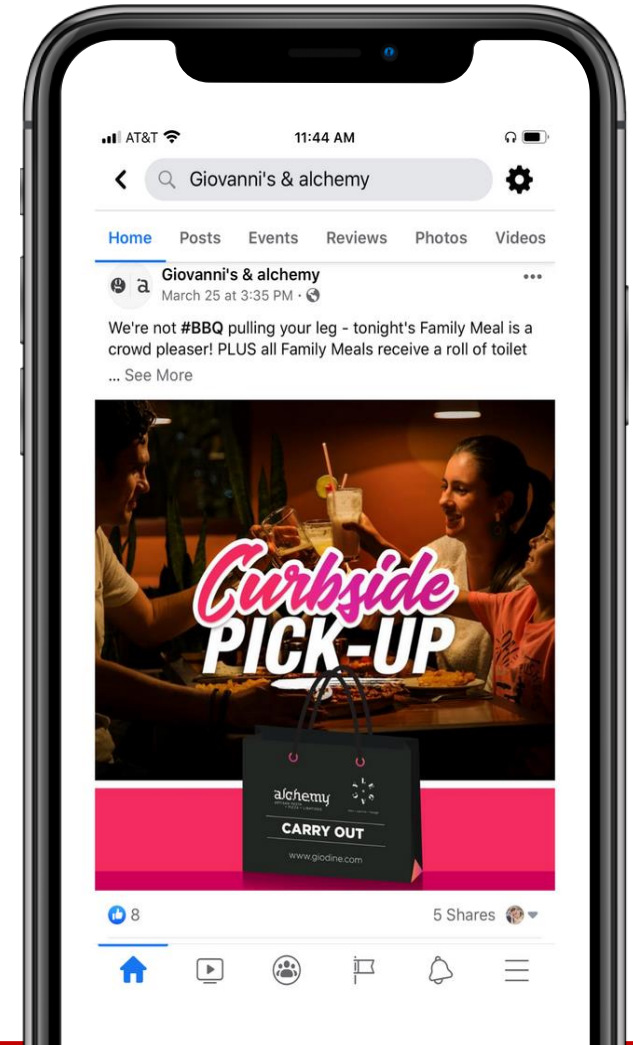
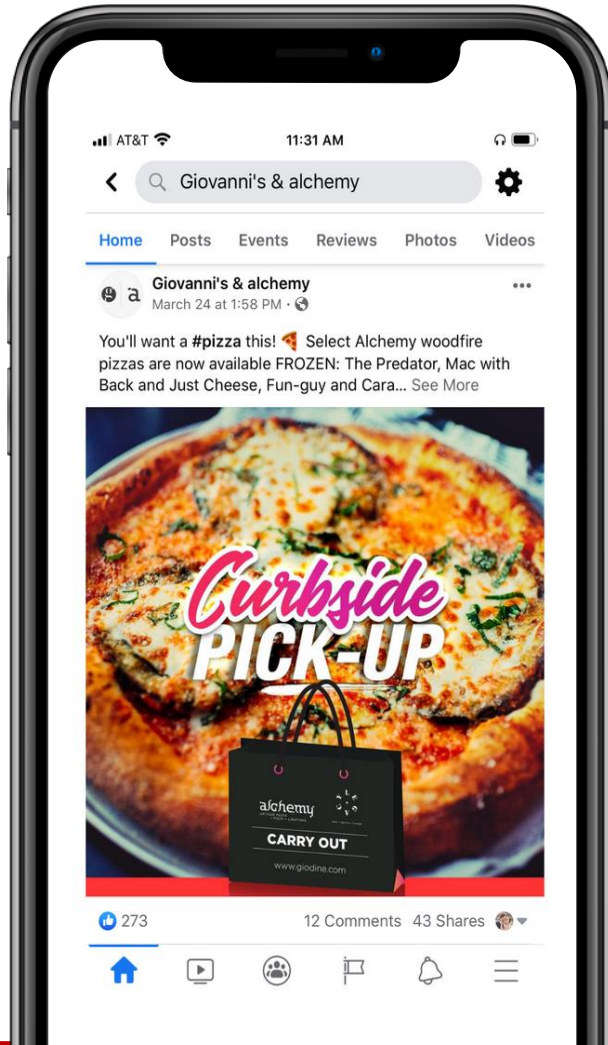
Accept reality:
People are hungry for
information.

- Right now, you CANNOT over-communicate.
- Internal comes first.
 - FAQ/Fact Sheets/Email, Zoom Video Q&A
- Then external.
- Proactive, not reactive.

What messaging is already out there?

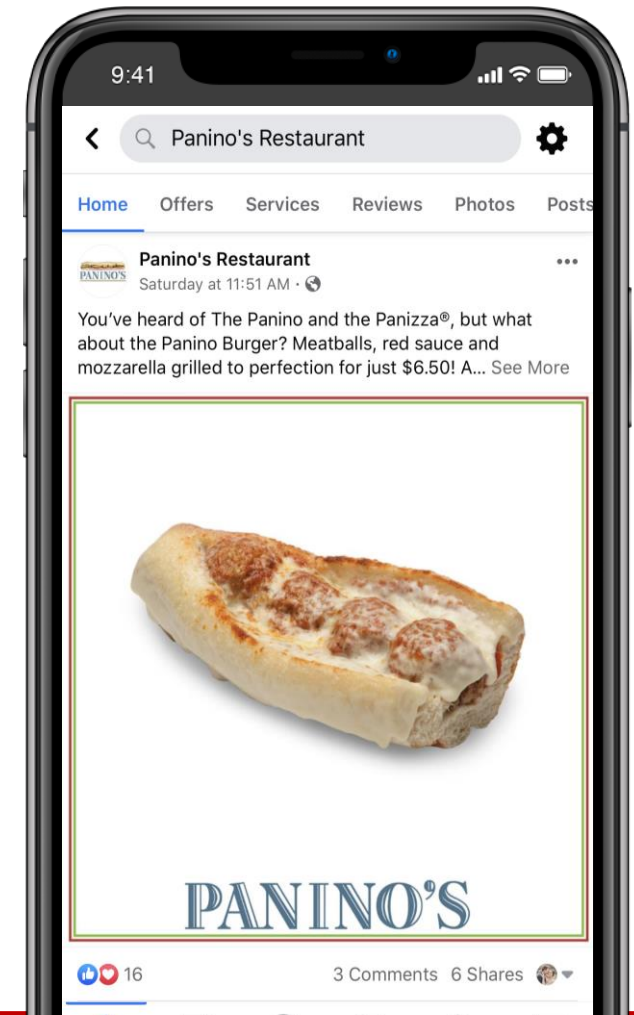
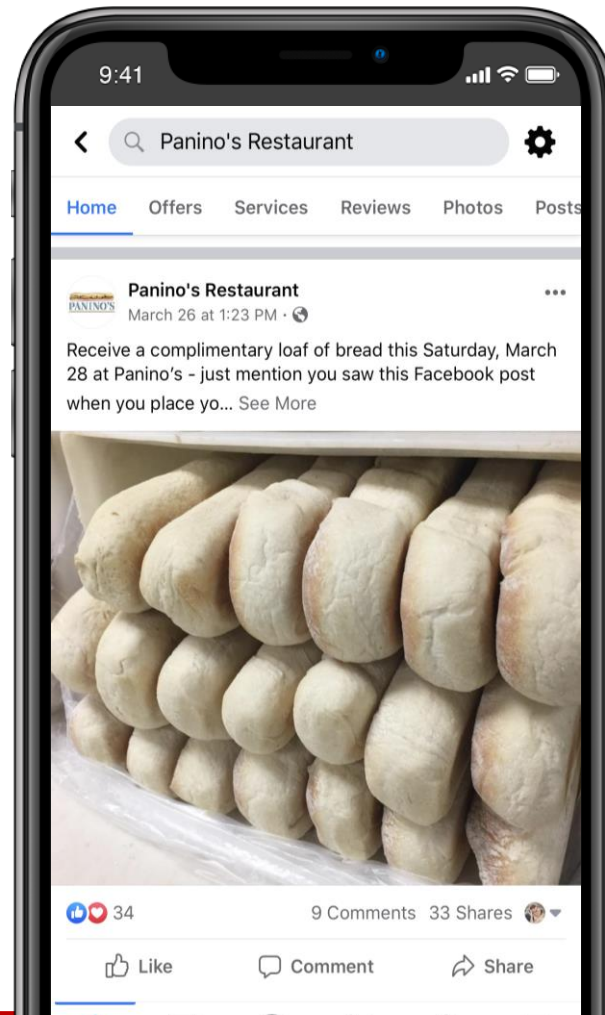
- Do a fast audit.
- Who needs messaging?
- Then, define your communication channels.
- Digital is where it's at.

giovanni's



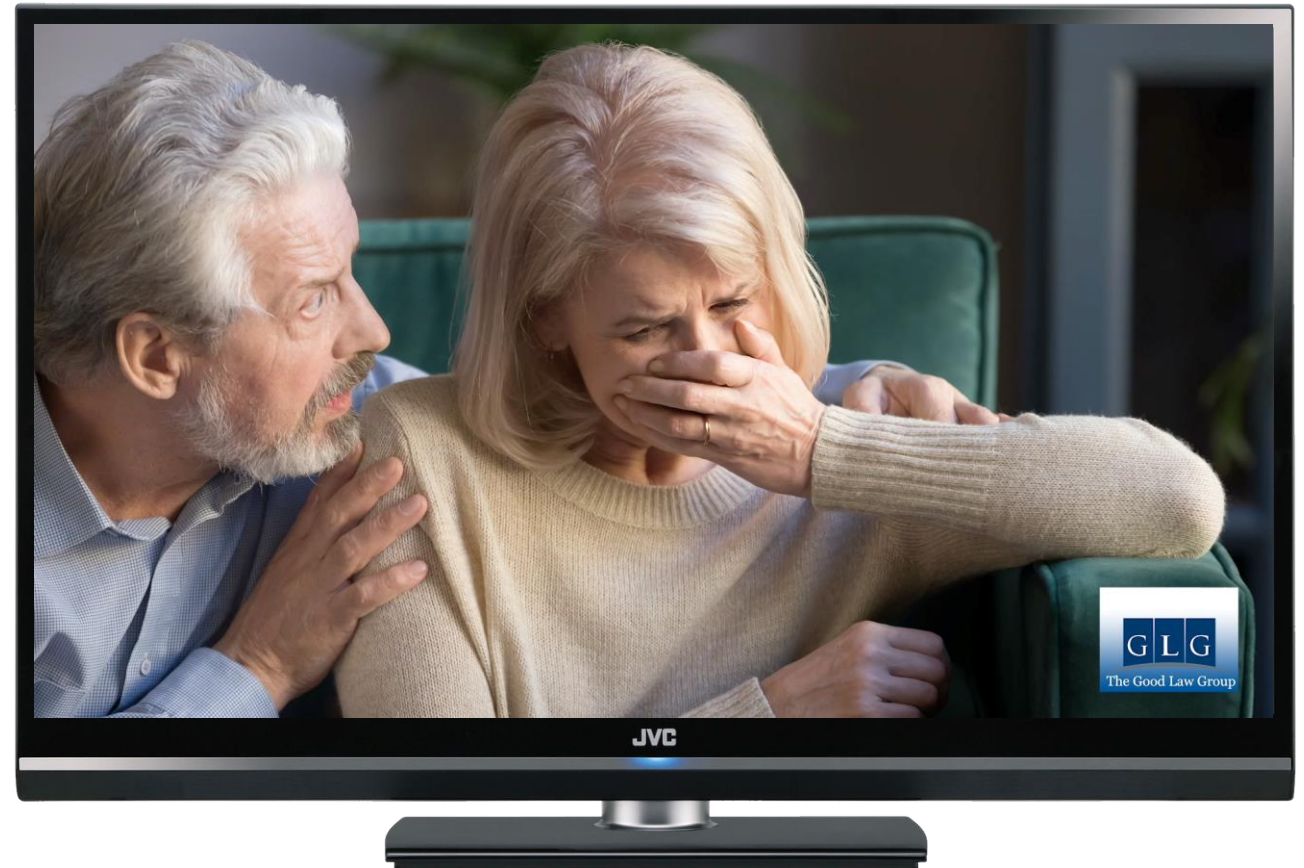
PANINO'S

ITALIAN *and so much more!*



What's the message?

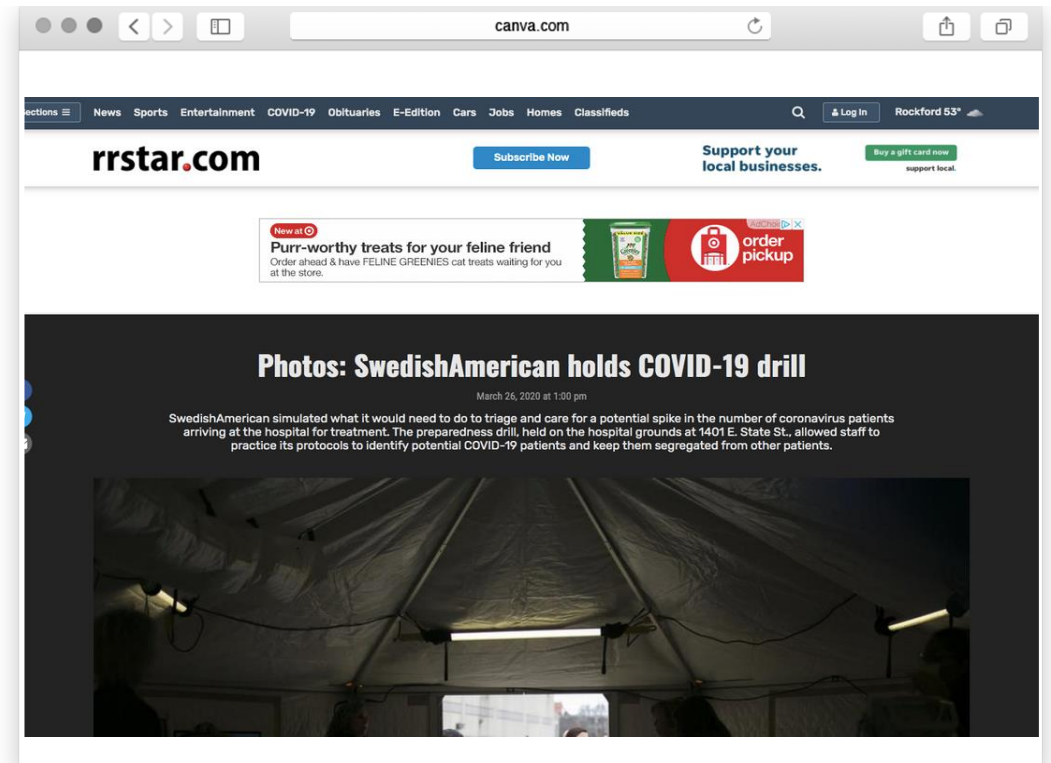
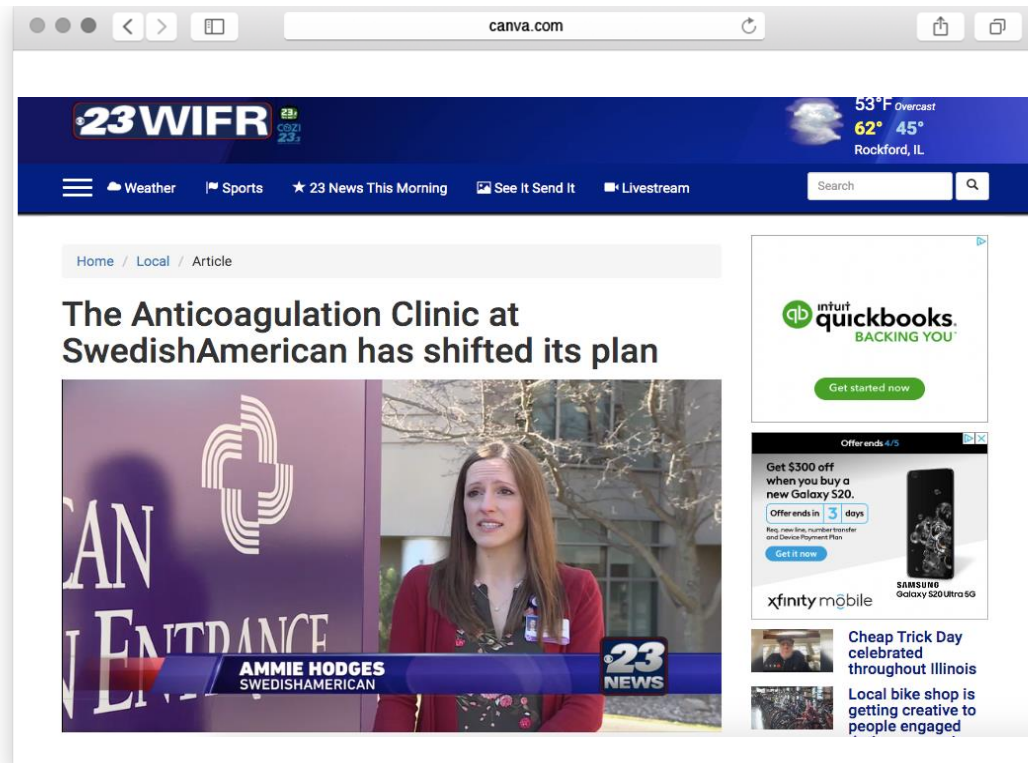
- What do your key audiences need or want to know?
- Be transparent, truthful and timely.
- Don't be tone deaf.





SWEDISHAMERICAN

A DIVISION OF UW HEALTH



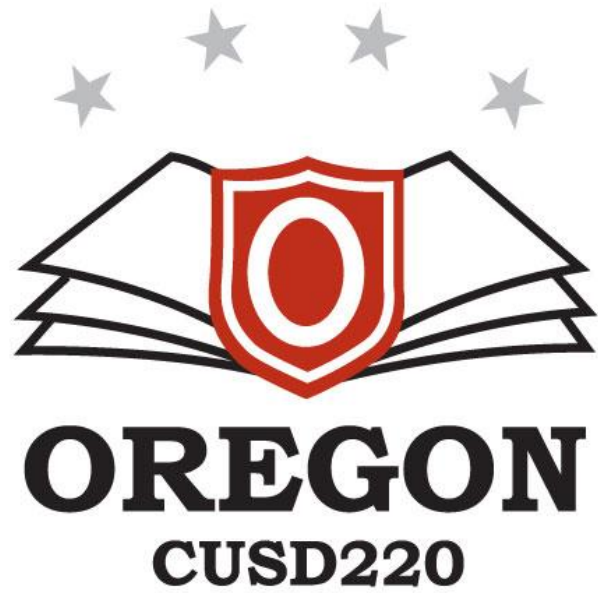
Leaders need to
communicate
personally.

- We don't emotionally trust facts; we trust people.
- Leaders need to reach out individually.
- Email/note/call/videos

Public Relations during COVID-19

- After you've addressed internal and external needs, think about media partners.
- This is not a time to "sell;" this is a time to inspire.

Some Oregon teachers miss their students and host a parade





ILLINOIS
BANK & TRUST™



Words are the most
important thing in the
era of COVID-19.

- Words have the power to comfort, strengthen and give hope.
- Keeping employees and customers healthy is a universal message right now.

Katryna Kirby



social kat co.

BOUTIQUE SOCIAL MEDIA & PR



Social Media & COVID-19

Katryna Kirby, Founder of Social Kat Co.

social kat co.
BOUTIQUE SOCIAL MEDIA & PR

"Facebook and Instagram have seen a 40% increase in usage due to COVID-19, with views for Instagram Live and Facebook Live doubling in one week."

- LATER.COM

THIS IS NOT A SEASON TO
BE QUIET, THIS IS THE
SEASON TO
COMMUNICATE!



- UNDERSTAND YOUR AUDIENCE
- CATER YOUR CONTENT
- GO LIVE
- GET CREATIVE
- WORK SMARTER, NOT HARDER



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BOUTIQUE SOCIAL MEDIA & PR

Understand your audience

STUDY YOUR ANALYTICS
(BOTH WEBSITE + SOCIAL MEDIA)

REVIEW YOUR COMPETITION

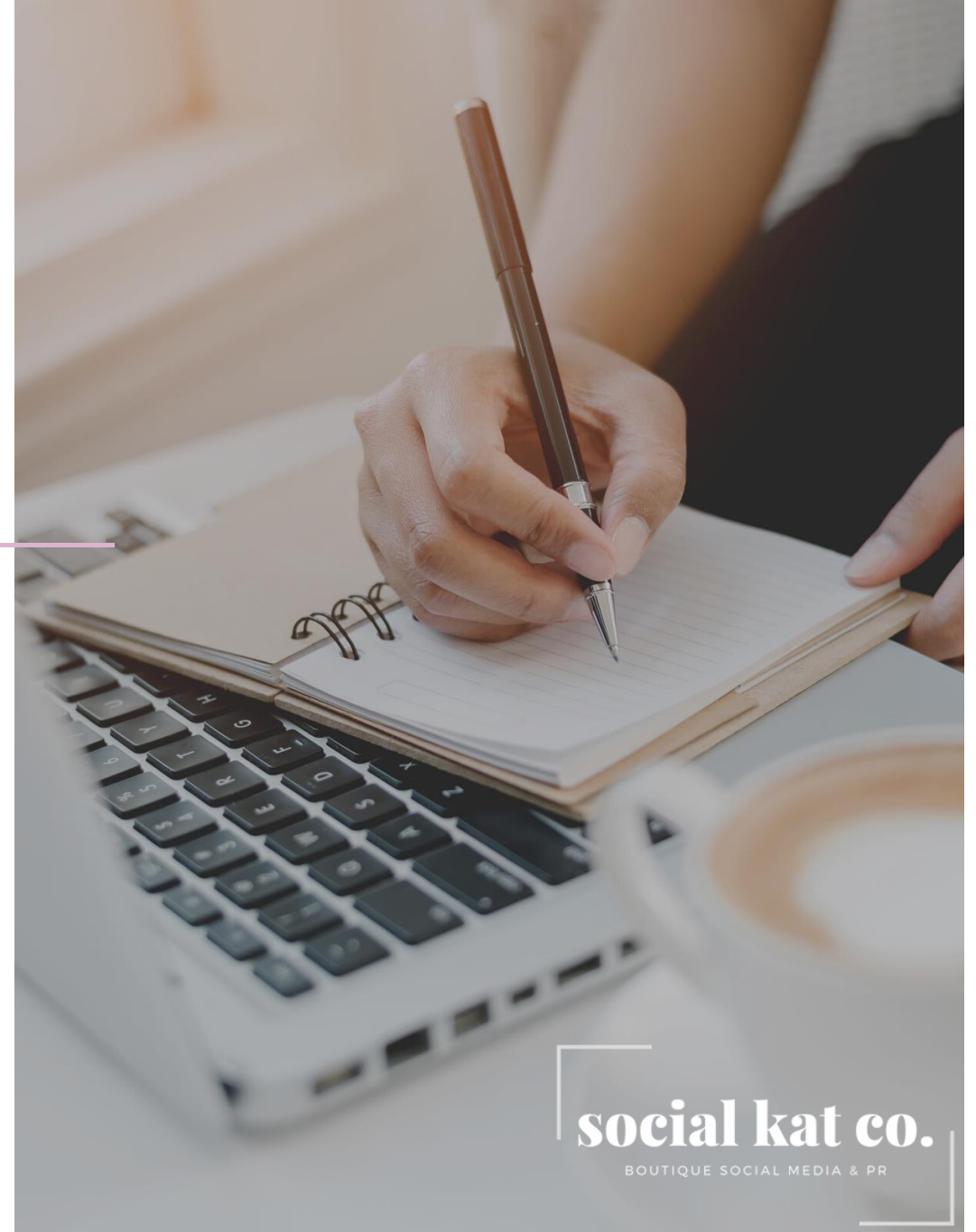


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BOUTIQUE SOCIAL MEDIA & PR

Cater your content

HOW ARE YOUR CONSUMERS IMPACTED
BY COVID-19?

HOW IS CORONAVIRUS INFLUENCING
THEIR BUYING HABITS?



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BOUTIQUE SOCIAL MEDIA & PR

ACKNOWLEDGE OUR NEW NORMAL



sandalsresorts • Follow

sandalsresorts While you can't travel to Sandals right now, we still want you to remember what Sandals is all about.

Relaxing, relieving stress and rediscovering what's important in life... each other.

And when the time comes to travel again, we'll be waiting for you with welcoming arms and open hearts. Until then...stay safe...and we wish you all the love in the world.

2w

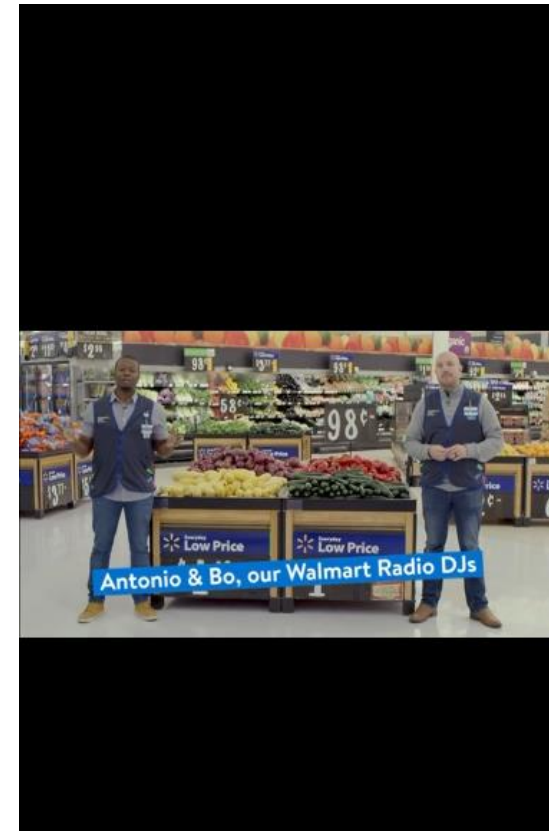
keri_babyee 🤝🥰

2d Reply

5,798 likes

MARCH 20

Add a comment... Post



walmart • Follow

walmart Our associates' and customers' safety are everything to us.

From new store hours, to cleaning, sanitizing, and the 6' rule, Walmart Radio DJs are breaking it down for you.

3d

deborahvattiato Why don't they have all workers wearing masks and gloves..Thanks for all your hard work

3d 25 likes Reply

View replies (37)

rebelred1966 How about

54,890 views



SCENARIO 1: OPEN FOR BUSINESS

- Post daily or every other day on social media
- Encourage followers to SHARE your posts
- Don't stop selling (sell indirectly and directly)
- Take advantage of video



SCENARIO 2: CLOSED (FOR NOW)

- Share content with the goal of RETENTION
- Push out educational videos
- People want to support you - share how they can help
- Do not go silent



COVID-19 Content Tips

- KEEP YOUR TONE EMPATHETIC + UPBEAT
- NEVER MAKE LIGHT OF THE VIRUS
- DELIVER SOCIALLY RESPONSIBLE MESSAGES (DON'T GET POLITICAL)
- SHARE USER-GENERATED CONTENT + THANK YOUR FOLLOWERS
- DON'T STOP TRYING TO SELL (BUT KEEP COMPASSION IN THE FOREFRONT)

BAD



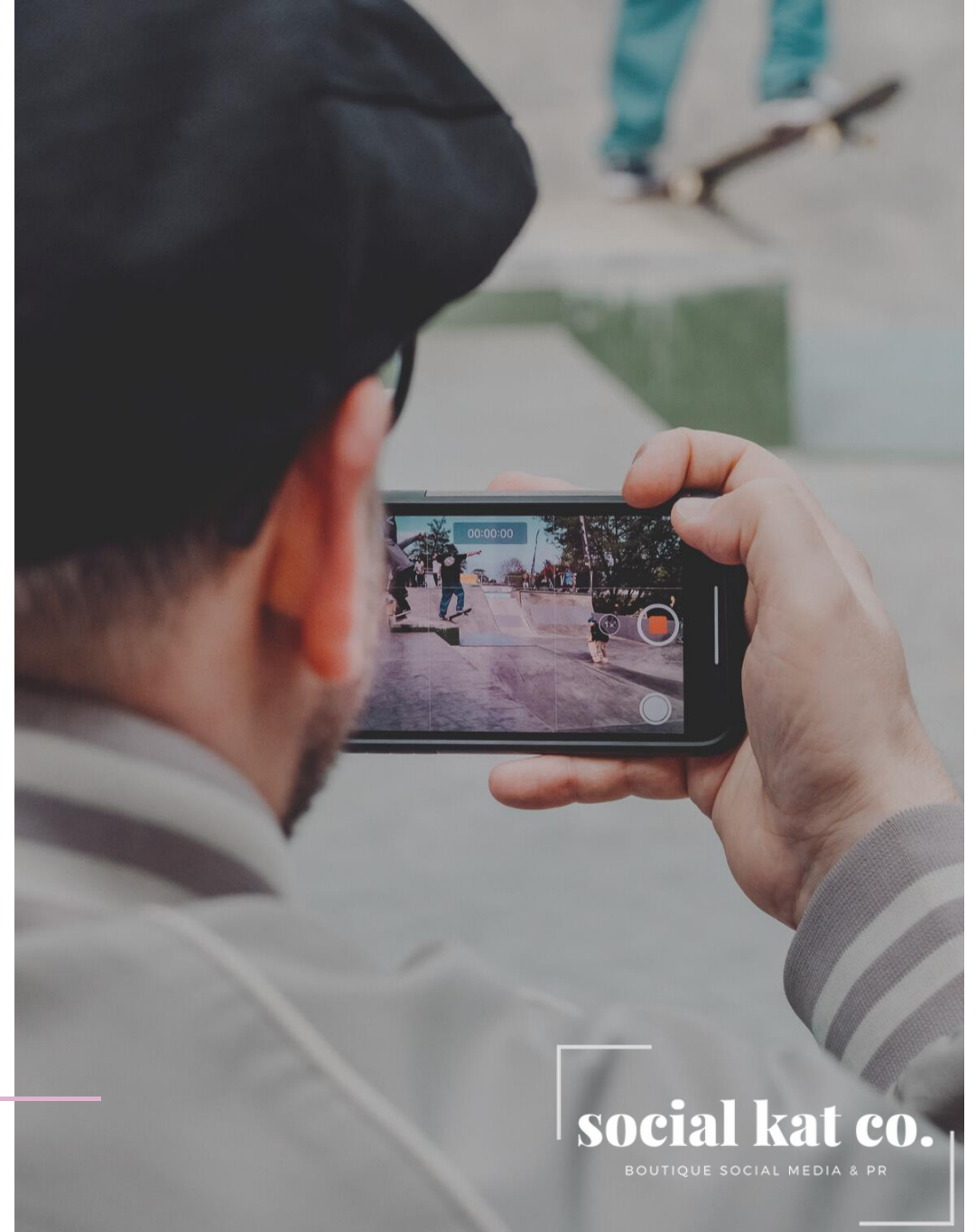
GOOD



Go Live

VIDEO IS A GREAT WAY A LOT OF VALUABLE
INFORMATION IN A QUICK DIGESTIBLE WAY.

PLUS, IT RECEIVES 30% MORE
ENGAGEMENT THAN A
STATIC POST.



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BOUTIQUE SOCIAL MEDIA & PR

Things to think
about before
going live.

MAKE SURE YOU'RE REPRESENTING YOUR
BRAND IN A POSITIVE WAY.

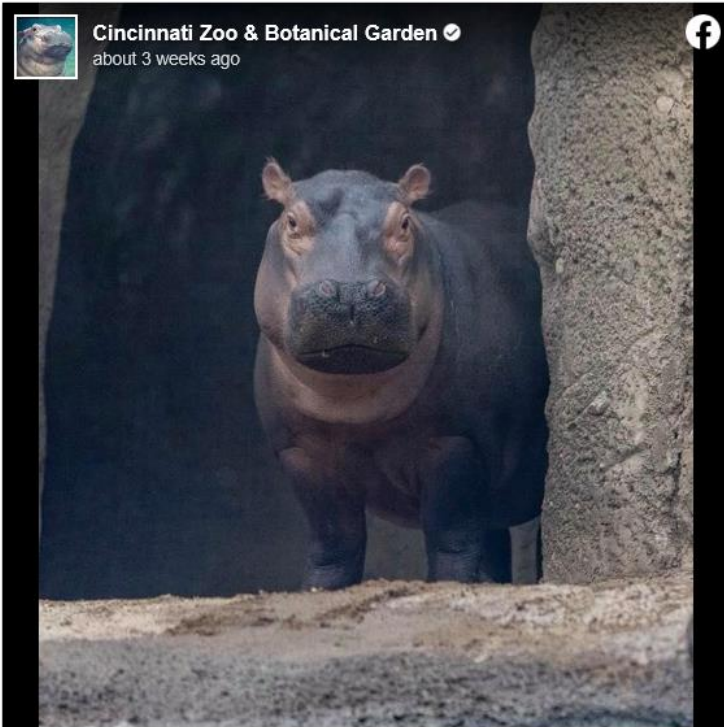
HAVE A PLAN.

KEEP IT SIMPLE. AND SHORT.
USE CAPTIONS

DON'T COPY...BE AUTHENTIC.

GET CREATIVE + STAND OUT!

DO A TEST RUN.



While the Cincinnati Zoo is closed and kids are home from school, let us help make your children's hiatus from school fun and educational. Join us for a Home Safari Facebook Live each day at 3pm EDT where we will highlight one of our amazing animals and include an activity you can do from home. Join us starting Monday, March 16 at 3pm EDT for our first Home Safari- featuring Fiona!



Watch together with friends or with a group

Start

Erin Buhl and 185 others

373 Comments 65 Shares 6.5K Views



Get Creative

- HOST A VIRTUAL TOUR - GO BEHIND THE SCENES
- DO A LIVE COOKING CLASS
- #TBT & #FLASHBACKFRIDAY
- HOST A GIVEAWAY
- CATER TO PARENTS + KIDS

THINK
OUTSIDE
THE BOX

social kat co.

BOUTIQUE SOCIAL MEDIA & PR



Treat your social media channels
like an extension of your
restaurant dining room or check-
out counter.

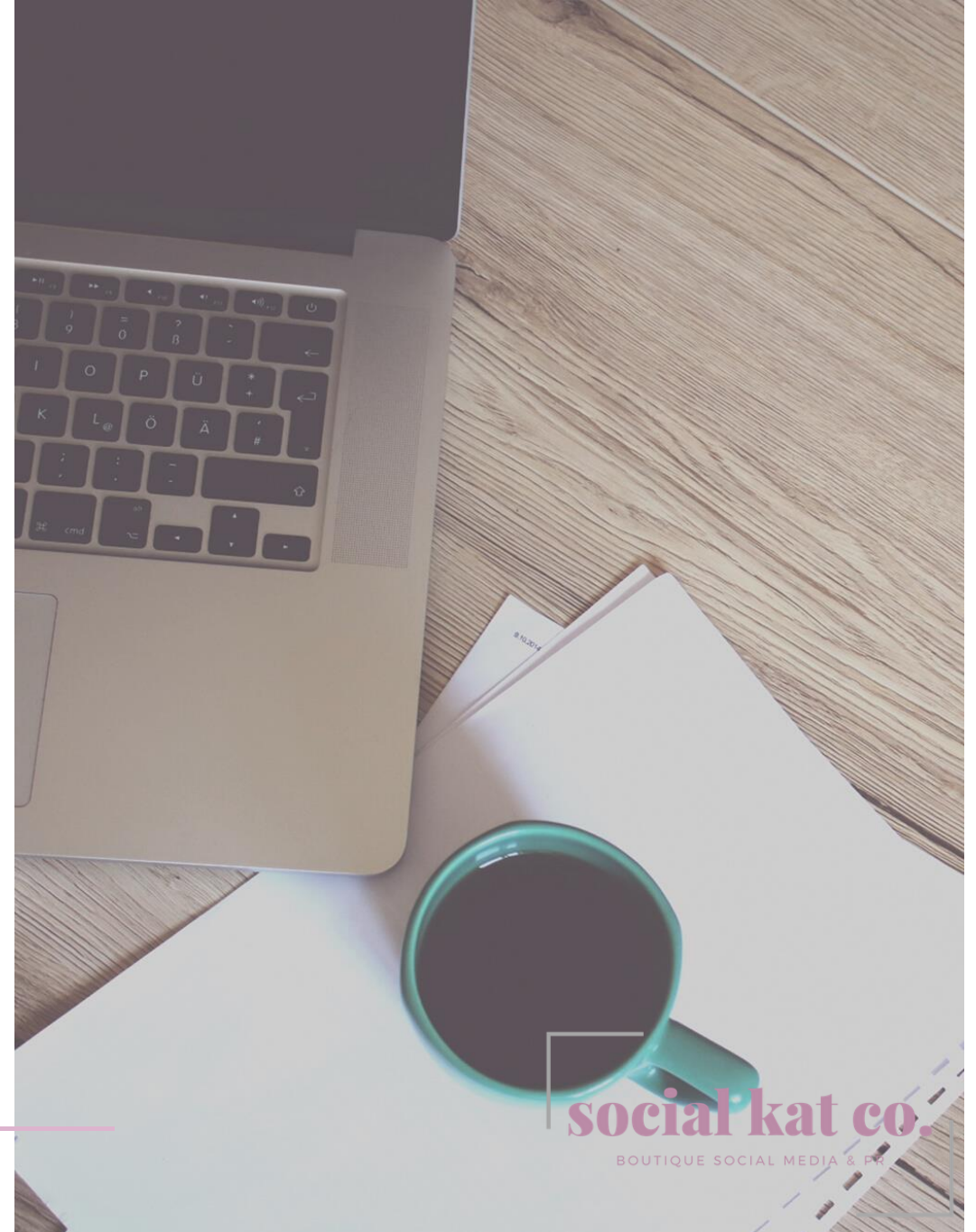
social kat co.

BOUTIQUE SOCIAL MEDIA & PR



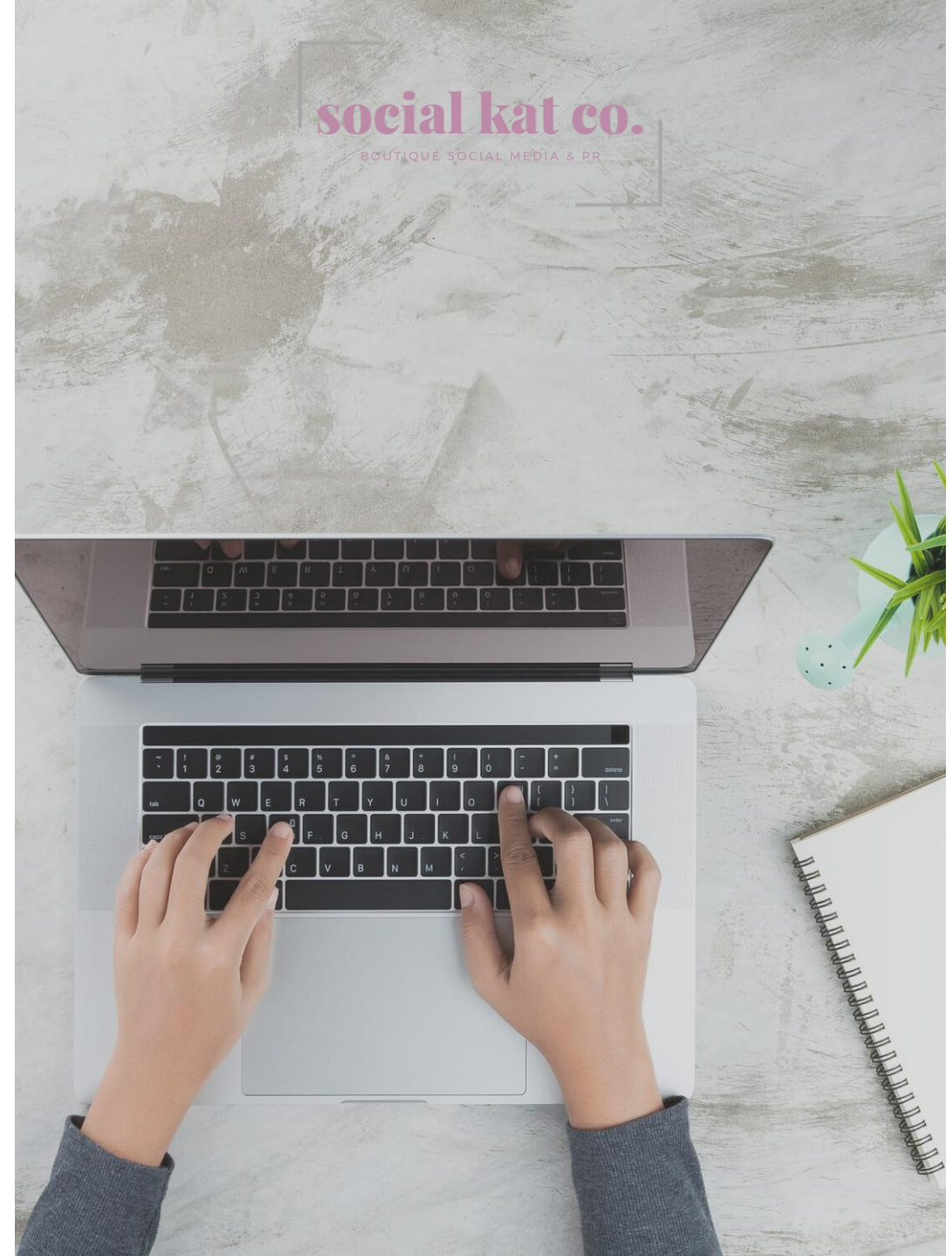
Work smarter. Not harder.

- HAVE AN EFFICIENT WORKFLOW (SAVES TIME + MONEY)
- PLAN OUT YOUR POSTS (ONLY 1 WEEK IN ADVANCE)
- SCHEDULING TOOLS - FACEBOOK CREATOR STUDIO LATER.COM, BUFFER, HOOTSUITE



“NOW, MORE THAN EVER, YOUR FANS WILL BE WATCHING HOW YOU RESPOND AND ENGAGE ON SOCIAL MEDIA (ESPECIALLY BECAUSE WE ARE ALL GLUED TO OUR DEVICES).

MAINTAIN A STRONG BRAND CONNECTION BY KEEPING THE CONVERSATION GOING ONLINE. GO ALL-IN AND USE THIS TIME WHILE WE’RE ALL HUNKERED DOWN TO DEEPEN YOUR RELATIONSHIPS.”



Thank you!

Have questions? Need input? Contact us!

hello@socialkatco.com



Jay Graham



GrahamSpencer
brand + content solutions

QuaranThinking

with Graham Spencer



- **THINK, PLAN, EXECUTE:**

Now Is Not The Time To Hit Pause

- **TRUST IS CURRENCY:**

Stay On Key

- **MEDIA IS IN FLUX:**

Keep Track Of The Trends

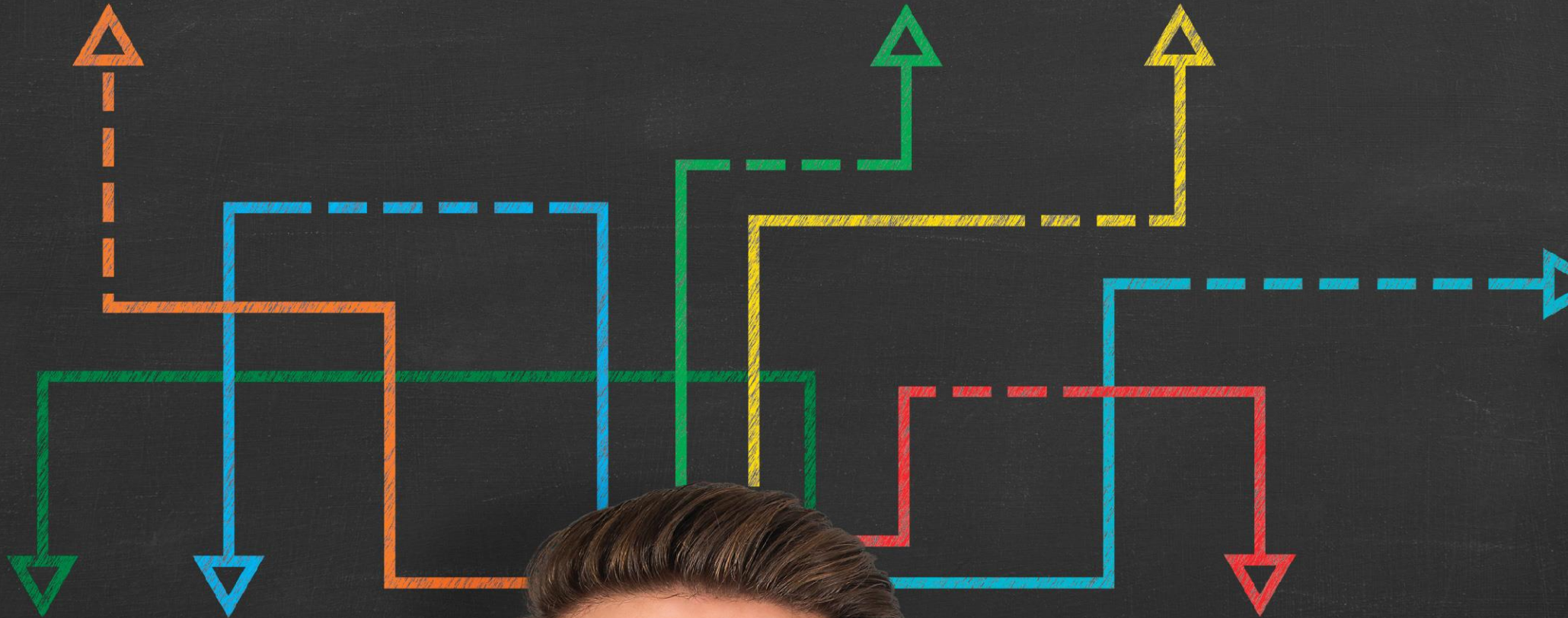
- **COMMUNITY IS KING & QUEEN:**


Be Positive & Action Oriented




**THINK, PLAN,
EXECUTE**

Now Is Not The Time To Hit Pause.






Planning for short term necessities such as describing actions your business is taking to protect employees and customers are critical. So is planning and commitment to a more prosperous future. **Right here, right now.**



Having said that, now may be a better time to **focus on messages that build brand equity** as opposed to conversion and sales strategies (unless you're in the hand sanitizer business).

In the wake of 9/11 GM acted forcefully with a marketing campaign called “Keep America Rolling” and financial incentives at a time when many marketers were tentative and uncertain. The campaign launched just 10 days after the tragedy.





Ron Zarrella, then president of GM's North American operations: “We know this is a difficult time to talk about an incentive program, but GM has a responsibility to help stimulate the economy by encouraging Americans to support our dealers and suppliers and to keep our plants operating and our employees working.”

In the wake of 9/11, the Association of National Advertisers advised: “Get really close to customers.


➡ Marketers must understand their new priorities, goals, fears and heroes. They must stay close because consumer emotions are likely to change constantly.”

Unfortunately for KFC, now is not the time to be finger lickin' good. The international chicken chain recently removed a new ad that had just started running after viewers felt it was **insensitive** to hygiene concerns amid the ongoing coronavirus pandemic.



A New Zealand bar was slammed for cashing in on the coronavirus, advertising a “tasteless” Corona beer promotion. People have been left outraged over the ads on social media: **“Worst advertisement ever,”** wrote one person.





Advertising drives commerce and America will need commerce to get back on its feet as quickly as possible post-virus. In our post-COVID world, how should your brand be different? Now is the time to think, to plan ... so you can act confidently in the future.

TRUST IS
CURRENCY

Stay on Key



If your brand identity is built around quality, deliver quality. **Do not relax your standards.** Stay positive, true to your brand and relentless in your consistency.





SOCIAL DISTANCING: IT CAN MAKE HEARTS GROW STRONGER.



Dear Friends,

I wanted to share a few quick thoughts about working apart while building togetherness. From experience, I can tell you; *it is possible*.

With our teammates spread out in Rockford, Chicago, Salt Lake City, Atlanta and Nashville, GrahamSpencer has been *social distancing for years*. We work seamlessly in an online environment using file sharing systems and web-based protocols that allow technology to shorten the physical distance between us. The interpersonal aspect of often working in isolation is another matter.





SOCIAL DISTANCING: IT CAN MAKE HEARTS GROW STRONGER.



Graham Spencer
found a better solution.

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Here's a little advice ...

- Build a little extra discipline into your routine; make mini goals and insist on accomplishing them before taking a break to play with the kids, take the pooch for a walk or make that extra cup of coffee.

- *Keep it social* and make sure your teammates feel the love; give email a break and pick up the phone. Letting your co-workers and clients hear your voice every once in awhile is good for them and it's good for you, too.

- And, don't forget to say "thanks" (and mean it) for a job well done. The great American writer and playwright Thornton Wilder said,

"We can only be said to be alive in those moments when our hearts are conscious of our treasures."

Stay tuned for more in coming weeks, everyone. And, stay healthy and happy.
We're Thinking About You All.

Stronger Together.

Jay Graham

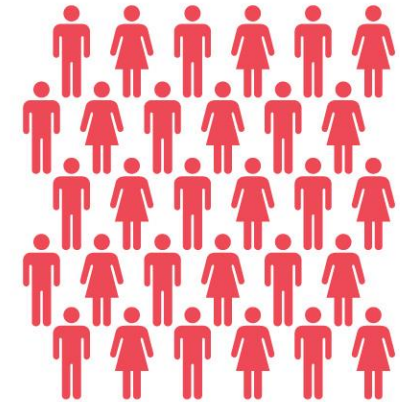


GrahamSpencer

found a better solution.

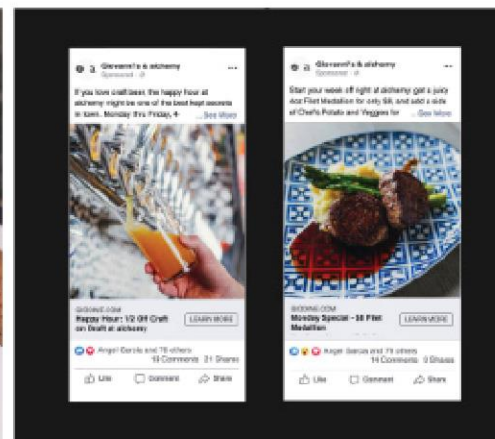
315-577-9570 | GSPENCER@GSP.COM | ROCKFORD | CHICAGO | NASHVILLE | SALT LAKE CITY | ATLANTA

[View this email in your browser](#)



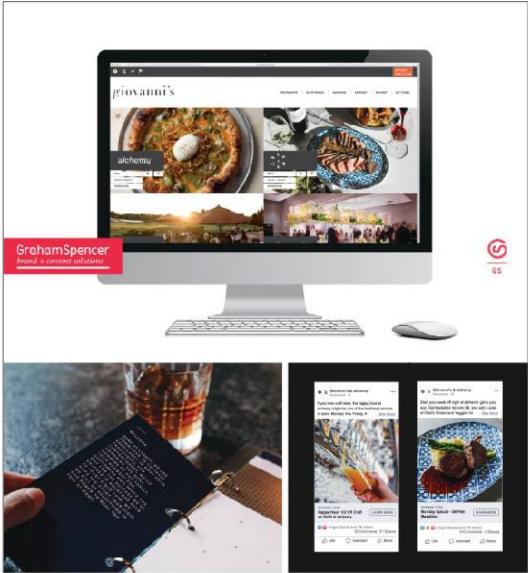


GrahamSpencer
brand + content solutions



GIOVANNI'S FAMILY OF BRANDS:
A HISTORY OF SUCCESS





GIOVANNI'S FAMILY OF BRANDS: A HISTORY OF SUCCESS

GrahamSpencer has enjoyed a productive business and personal relationship with our friends at the Giovanni's family of brands since 2009 when we were engaged to employ our qualitative/quantitative research and strategic planning process known as GSearch.

Our challenge was to help understand the decline in Giovanni's Restaurant and Big Al's Bar business, as well as explore possible new threats to their critical banquet sector operations - and to recommend corrective strategies.

Closure of Giovanni's restaurant and the creation of an exciting new "front porch" restaurant concept that would become the wildly popular *alchemy* with its virtual open-air concept were among our recommendations.

Much more has changed in the ensuing years based on that initial research and planning process as well as other, more recent levels of strategic work and many layers of design, web and advertising effort that has helped build and sustain the brands. Visit our website to explore the [case study](#). Visit alchemy, Graystone or Legacy this weekend and see the work in person: :)



[View this email in your browser](#)





CELEBRATING A MODERN CHRISTMAS CLASSIC: *J.R. SULLIVAN'S HOMETOWN HOLIDAY*



For 25 years come Christmastime, *J.R. Sullivan's Hometown Holiday* has been custom-made each year to warm the hearts of its faithful Rockford audiences. About ten years ago, GrahamSpencer was proud to be selected by J.R. Sullivan to rebrand





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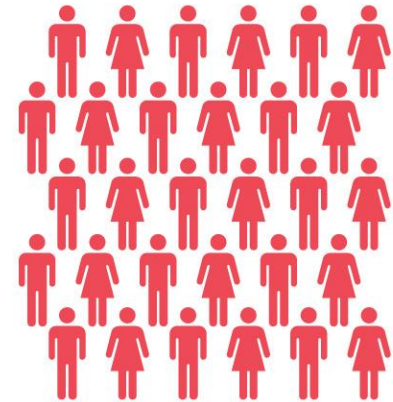
Hometown Holiday has meant so much to Rockford - and to our team at Graham Spencer as we've relished the task of creating a fresh campaign every year. In 2019, the show's final year, we wanted to end our run with a special tribute to the incredible creative energy and joy J.R. Sullivan and his talented cast have brought to Rockford.

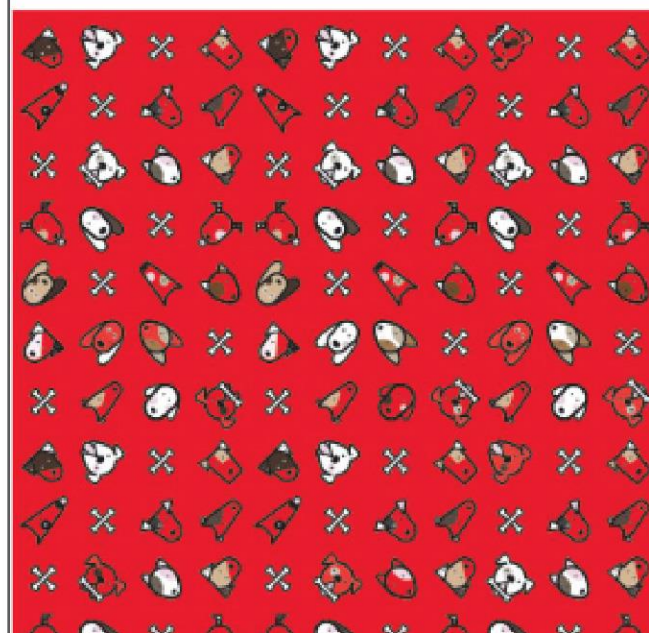
[Join us on our website](#) for a little trip down *Hometown Holiday* Memory Lane - and in our own Christmas wish that one day J.R. Sullivan's *Hometown Holiday* might rise again in Christmas future.




815-397-4049 | GRAHAMSPENCER.COM | ROCKFORD | CHICAGO | NASHVILLE | SALT LAKE CITY | ATLANTA


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Feliz Navidog



We're Dreaming Of A White Tripmas


HAPPY HOWLIDAYS: WRAPPING UP OUR LOVE FOR CRITTERS NEAR & FAR.

It's simple; we love dogs and cats and you probably do, too. They enrich and add joy to our lives in countless and immeasurable ways. They make every day seem like a Howliday.

To celebrate, we've created special dog and cat-themed wrapping paper and gift tags as well as screen savers for your computers and cellphones.

We will also make donations on behalf of *Friends of GrahamSpencer* to inspiring and effective animal non-profits in the cities in which we operate: Rockford, Chicago, Nashville, Atlanta and Salt Lake City.

Visit our [website](#) and [check it all out!](#) Happy Howlidays from your friends at GrahamSpencer!




GrahamSpencer
World's Central Adoption

815.527.0848 | GRAHAMSPENCER.COM | ROCKFORD | CHICAGO | NASHVILLE | SALT LAKE CITY | ATLANTA

[View this email in your browser](#)


9:26

facebook

 **GrahamSpencer**

Posted by Sean McClure
 Thursday at 9:12 AM · 🌐

Visit our website and check it all out! Happy Howlidays from your friends at GrahamSpencer!



Feliz Navidog

GRAHAMSPENCER.COM

Happy Howlidays: Wrapping Up Our Love For Critters Near & Far.

👍❤️👍 10 3 Shares

Like Comment Share

🏠 📺 📁 👤 🔔⁶ ☰

9:17

Instagram

 **grahamspenceragency**
 GrahamSpencer



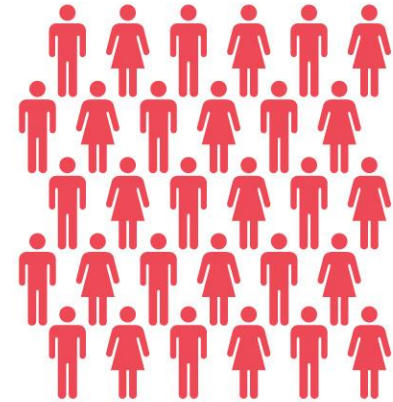
Feliz Navidog

4 likes

grahamspenceragency HAPPY HOWLIDAYS: WRAPPING UP OUR LOVE FOR CRITTERS NEAR & FAR.

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**MEDIA IS IN
CONSTANT
FLUX**

Keep Track of the Trends

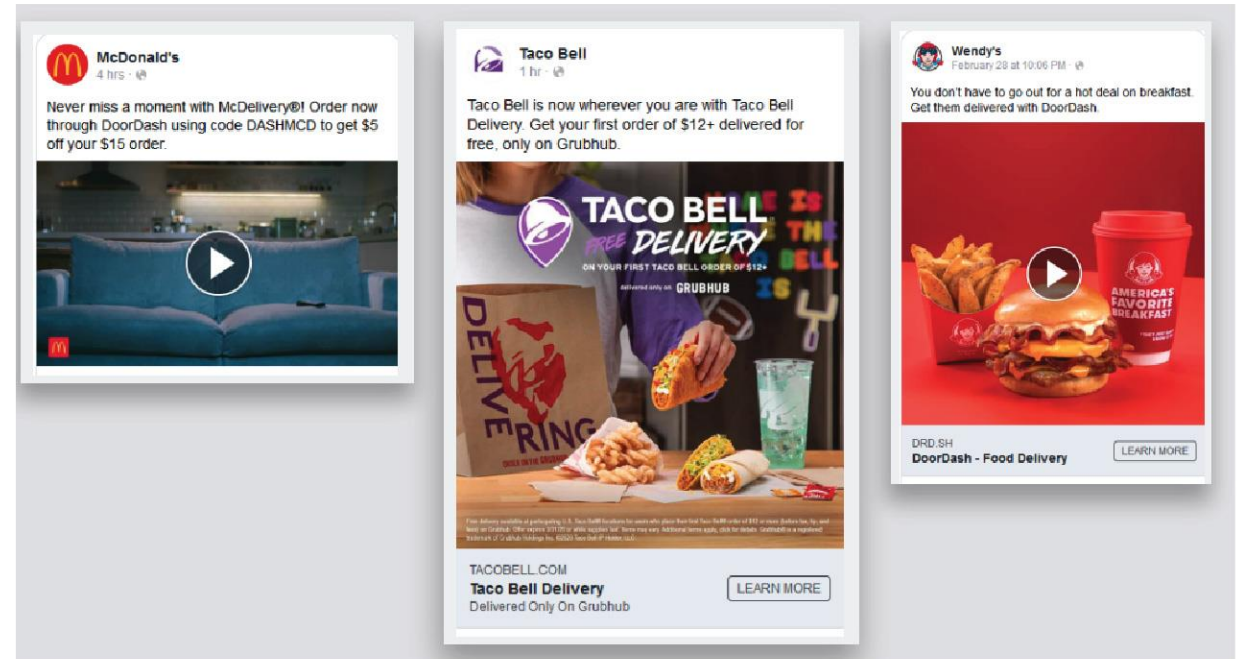


More people are using the web to **find information**, to get the products, ideas or resources they want or need, and to find out **how they can help** or how their favorite **brands are helping others**.

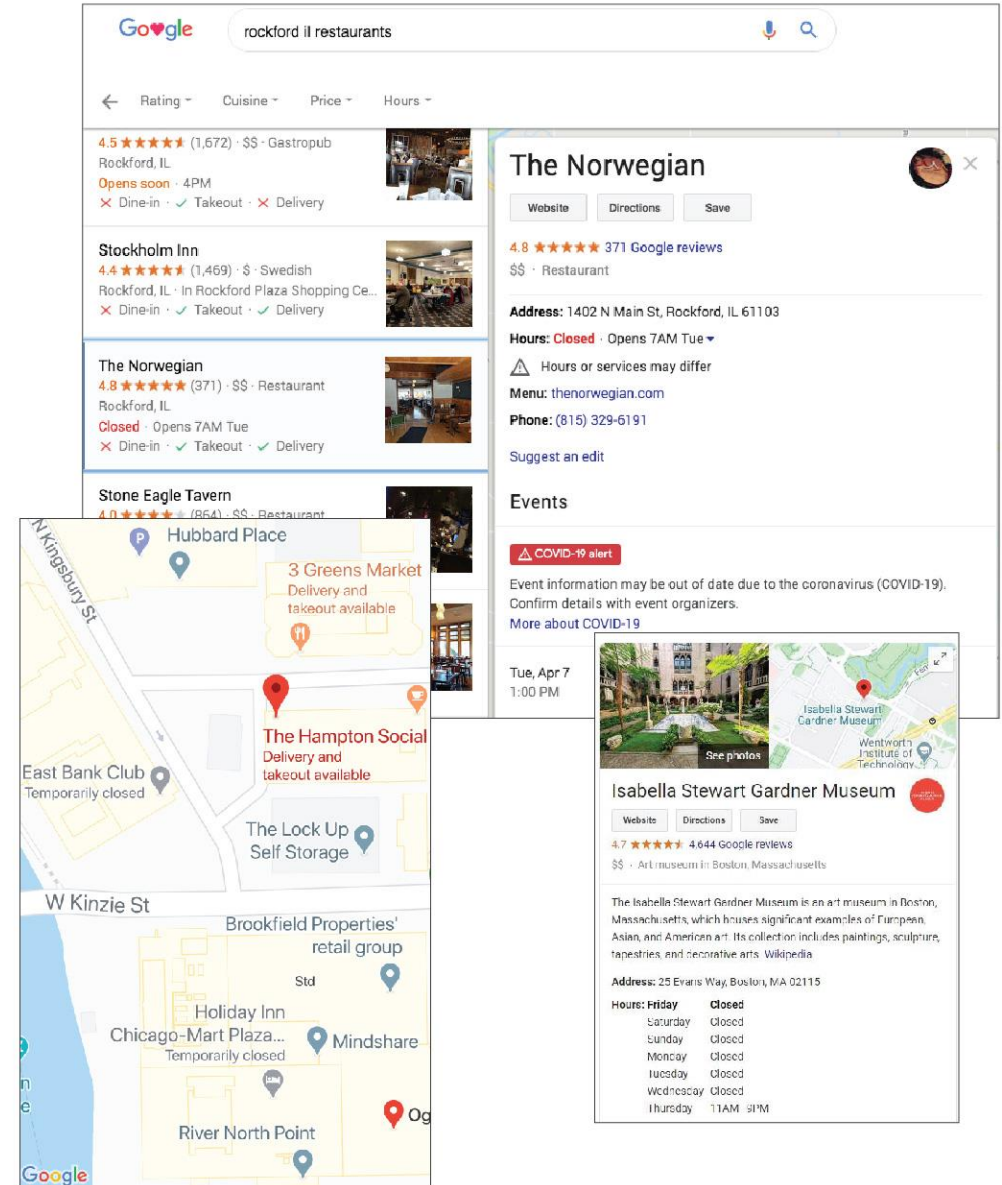
While older consumers are adopting digital, businesses large and small are being forced to **rethink their digital approach**. The restaurant industry is being forced to shift from dine-in to take-out and delivery only.



Fast-food establishments like McDonalds, Taco Bell, and Wendy's have changed their digital investments to **market their new business models.**



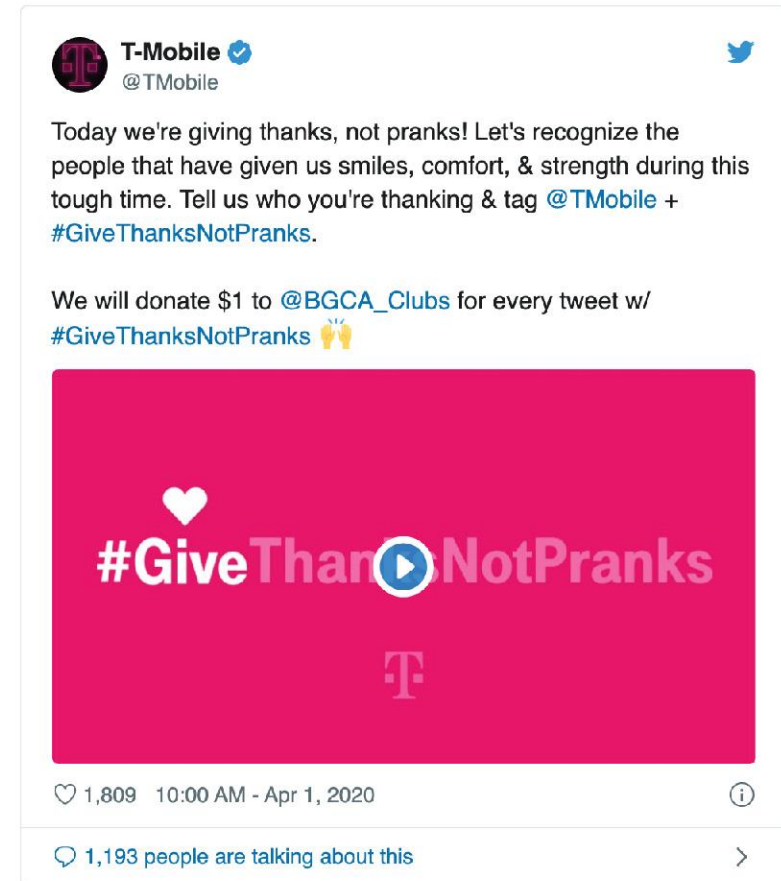
Many affected businesses are updating their hours and description for *Google Search & Maps*. Effective descriptions include information regarding any additional precautions a business is taking or changes in their services.



In-person interaction needs are partially replaced by social media, leading to significant increases in usage: Facebook, Instagram & WhatsApp are up 40% in the U.S., (higher in countries like Spain (76%) where more cases exist), and *Facebook Live* views have grown exponentially.

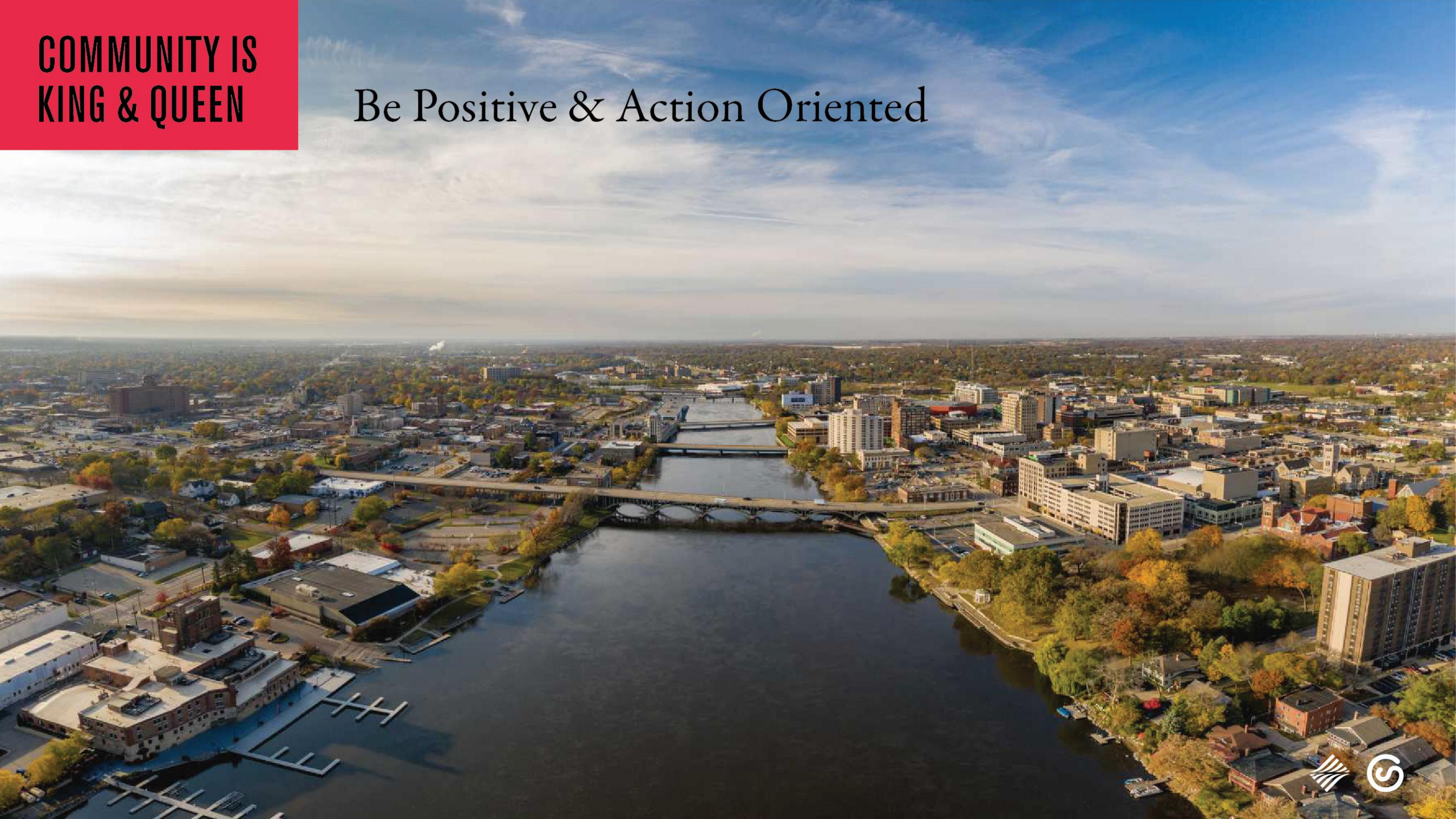


Businesses should advertise responsibly now. Google is blocking all ads capitalizing on the coronavirus. Similarly, Facebook is blocking ads that attempt to exploit the public health crisis.



COMMUNITY IS
KING & QUEEN

Be Positive & Action Oriented



From restaurants to musicians to cultural institutions large and small, people can put passion into action for the (safe) benefit of their stakeholders. **Be positive.**



Drive-In Conversion

Utah movie theater converts to drive-in during coronavirus outbreak

by McKenzie Stauffer | Friday, March 27th 2020

AA



A Utah movie theater has come up with a clever way to stay in business while they are currently shutdown due to coronavirus. (FILE AP Photo/Chris Pizzello)



**Water Gardens Cinema 6**
about a week ago



Without Further Ado - *INTRODUCING The Water Gardens DRIVE-IN*

Ladies and Gentlemen...The Water Gardens Drive-In

TICKETS FOR 3/27 ARE AVAILABLE NOW AT store.watergardentheatres.com... See More



Cocktails With The Curator



Rockford Art Museum

April 3 at 7:14 AM · 🌐

Well. Facebook is still holding Carrie's video but we've got it uploaded to YouTube! So, check her out with your coffee or hold off until a slightly more appropriate cocktail hour 😊 And if you'd like to ask a question for the next one don't forget to email it to her at cjohnson@rockfordartmuseum.org! <https://www.youtube.com/watch?v=yR48Jzj-bYs&feature=youtu.be>



YOUTUBE.COM

Cocktails with the Curator: April 2, 2020

Rockford Art Museum Executive Director/Curator Carrie Johnson shares...



15

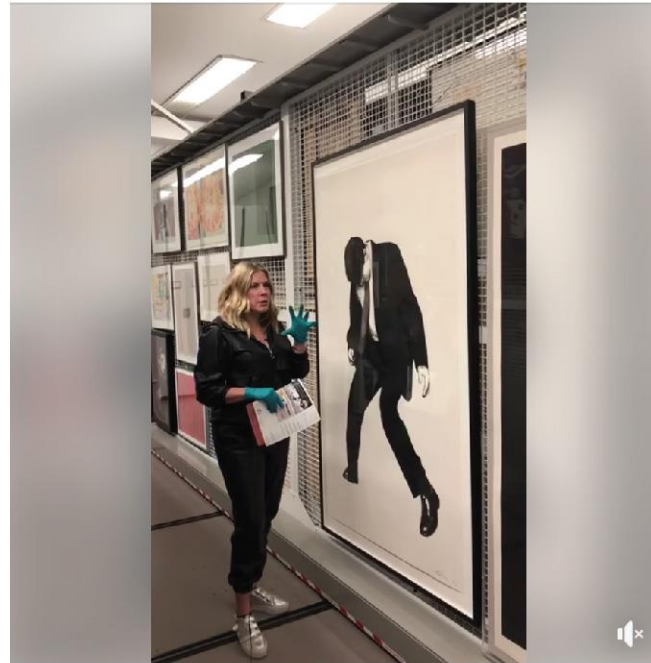
8 Comments 3 Shares



Rockford Art Museum

April 2 at 7:16 PM · 🌐

While we wait rather impatiently for Carrie's "Cocktails with the Curator" video to appear, why don't we visit another great piece in our Permanent Collection? RAM Executive Director/Curator Carrie Johnson shows us one of her favorite pieces, "James" by Robert Longo.



Jerry Kortman, Valerie Olafson and 44 others 2 Comments 4 Shares



Carrie Johnson

March 27 at 4:24 PM · 🌐

Please support ROCKFORD ART MUSEUM!



Rockford Art Museum

March 27 at 2:33 PM · 🌐

Show your love for Rockford Art Museum, and make a much-needed (and appreciated! ❤️) donation to help support us, by purchasing this super-awesome tee printed loc... [See More](#)

Doing Stairs With Resistance



New Orleans Saints

@Saints



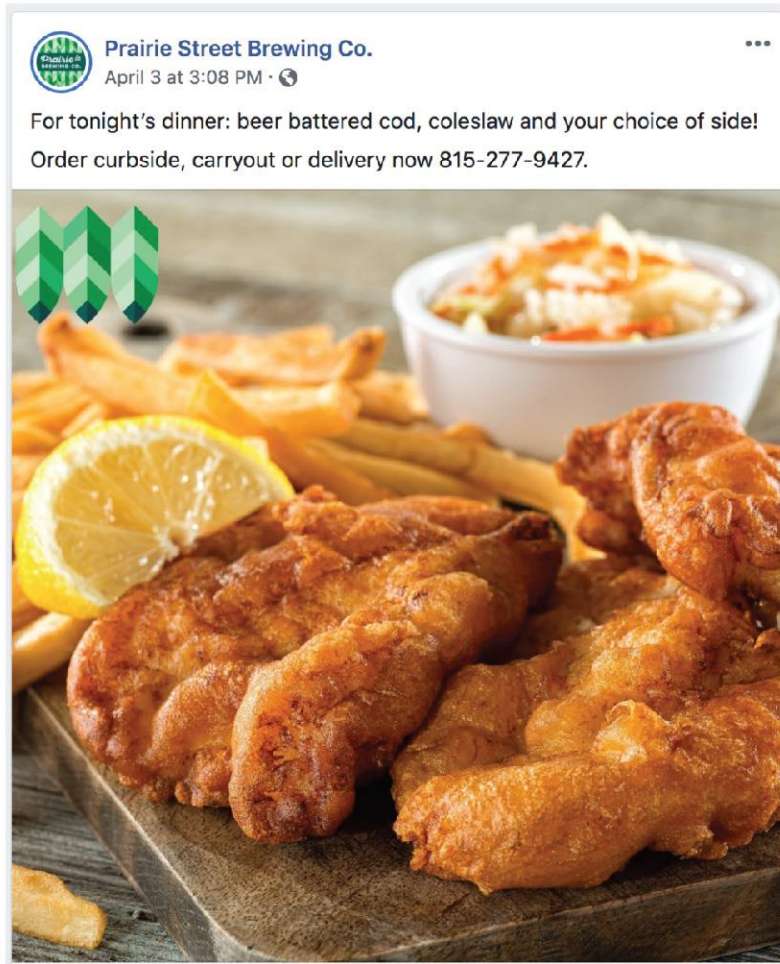
#StayHome workout with @MalcolmJenkins and fam 🙌



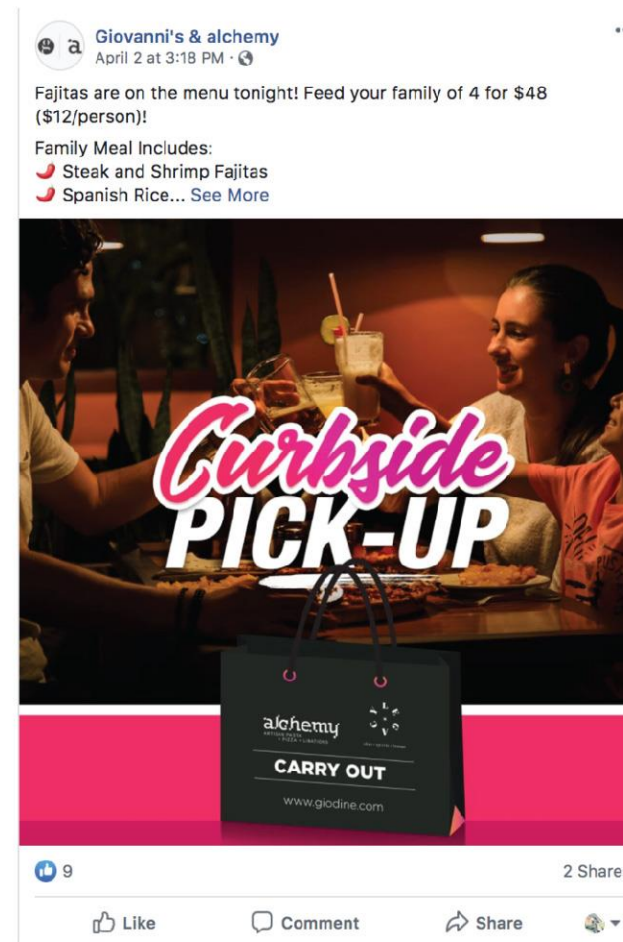
Local Restaurants

Curbside Offerings

Prairie Street Brewing Co.



Giovanni's



Abreo



Learning Resource Center

TICKETS MEMBERSHIP STORE MENU

Educators / Learning Resources

LEARNING RESOURCES

Bring science learning to life through lesson plans, games, and more.

Something for every student

Our learning resources bring the Field's collections, cutting-edge science, and world cultures knowledge to your classroom. Discover how ecosystems change over time. Watch as an archaeologist explores history through objects. Learn how to investigate specimens like a scientist during your next field trip to the museum.

All resources align with Next Generation Science Standards (NGSS) and the C3 Framework. Many are also available in Spanish. From pre-kindergarten to high school, our learning resources support your curriculum and spark students' curiosity.

Explore Resource Topics

Evolution

Plants & Animals

World Cultures

Earth Science

Early Learners

Field Trip Guides

TICKETS MEMBERSHIP STORE MENU

Educators / Learning Resources / Plants & Animals

PLANTS & ANIMALS

Discover the diversity of living things, how they survive, and what we can do to protect them.

EDUCATORS

- Field Trips
- Learning Resources
 - Evolution
 - Plants & Animals
 - World Cultures
 - Earth Science
 - Early Learners
 - Field Trip Guides
 - Mission to the Mesozoic
- Teacher Professional Development
- Field Museum Learning Collection
- Learning Resources

Connect your classroom with nature

Living organisms, from the most delicate flower to the toughest coyote, have a lot to teach us. Observe how all kinds of living creatures adapt to and interact with environments and each other. Learners will deepen their understanding of concepts like food chains, migration, and ecosystems. With lesson plans, games, and more, our resources help connect your students to the natural world, both in the classroom and at the museum.

Early Elementary Resources On Plants & Animals

Animal Survival Unit | Early Elementary Science Partnership

Artists work with the City of Chicago and across their education plan for other cities.

LESSON PLAN | PRE-K-GRADE 3

Mapping and Monarchs Unit | Early Elementary Science Partnership

Learn how to analyze and interpret maps by studying monarch butterfly migration.

LESSON PLAN | PRE-K-GRADE 2

Pollination Unit | Early Elementary Science Partnership

Interact with various models to explore the structure of plants and learn how they are the process of pollination.

LESSON PLAN | PRE-K-GRADE 3

TICKETS MEMBERSHIP STORE MENU

Educators / Learning Resources / Plants & Animals

WHAT IS AN ANIMAL? & ANIMAL BIOLOGY

Included with Basic admission

All ages

Ticket information

Wander through the beautiful and bizarre world of animals.

Pass under the shadows of giant sea creatures and explore the colors, shapes, and sounds that make up the animal kingdom. Meet mollusks hiding two skeletons and a frog that looks more foliage. From the funny to the fantastical, discover the animal world and learn what makes each creature—including you!—an animal.




Bring The Zoo To You

Alexander, Stay Up-To-Date on Coronavirus (COVID-19) Information

It's up to all of us to slow the spread of COVID-19. Everyone, including young and healthy people, should avoid large gatherings during this time. Stay up-to-date with public health guidelines from cdc.gov.

Dismiss

See Guidelines



Bring The Zoo To You Facebook Live Chats at 11am CDT

Public · 31 instances · 10,639 people · by Brookfield Zoo

Select a date and time

TUE, APR 7
11:00 AM

WED, APR 8
11:00 AM

THU, APR 9
11:00 AM

+28

★ Interested

✓ Going

Share

...

Brookfield Zoo

5 hrs · 🌐

For today's #BringTheZooToYou chat, we wanted to showcase one of the most animals you've requested most: The sloth! Meet Elsie the two-toed sloth, an Animal Ambassador here at #BrookfieldZoo who just wanted to hang out with you, literally.

PLEASE NOTE: Today's video is previously recorded so we won't be able to answer questions in real-time. However, we'll do our best to monitor any questions in the comments afterward. Thanks for letting us #BringTheZooToYou once more and... See More



Watch together with friends or with a group

Start

👍❤️ 929

246 Comments 346 Shares

👍 Like

💬 Comment


➦ Share

🔍

Fresno Chaffee Zoo

66K like this · Zoo

Apr 3 · 🌐 ...out on the Savannah. Today we are #BringTheZooToYou with this video of our African ungulates.




👍❤️ 318

81 Comments 96 Shares

Denver Zoo

275K like this · Zoo

Mar 19 · 🌐 For today's #bringingthezootoyou we're featuring Rio the tamandua! For kids playing along at home, tamanduas are tropical animals. If these animals actually came from a snowy climate (like Colorado today!), what would they need to be able to survive?...




👍❤️ 1.3K

620 Comments 287 Shares

Denver Zoo

275K like this · Zoo

Apr 2 · 🌐 ...resources? Check out <https://www.denverzoo.org/zootoyou> #bringingthezootoyou




👍❤️ 1.1K

251 Comments 166 Shares

Nashville Zoo

134K like this · Zoo

Mar 31 · 🌐 ...#BringTheZooToYou




👍❤️ 22K

1,7K Comments 8.1K Shares

Indianapolis Zoo

202K like this · Nonprofit Organization

Apr 2 · 🌐 ...as Keeper Cami feeds our flock. #BringTheZooToYou #ClosedButStillCaring




👍❤️ 1K

91 Comments 313 Shares

Brookfield Zoo

358K like this · Zoo

Apr 2 · 🌐 ...wait to show off the regal new kings. #Bringthezootoyou #Brookfieldzoo




👍❤️ 3.8K

246 Comments 628 Shares




Visit Us Virtually


Interactive Features




A Headdress for Dance
Take a close look at this West African dance headdress, which represents the universal mother as an ideal of the female role in society, and consider how its appearance encompasses choreography, music, and song.




From Ancient Greece to Chicago
Learn more about this vase—created in Greece more than 2,000 years ago and transported to Chicago in the late 19th century—and see how it became one of the first pieces to join the Art Institute's collection.




Conserving a Carousel Horse
Carousels harken back to a bygone era. Only about 200 of the nearly 2,000 wooden carousels that once operated across the country are in use today. The conservation of this jumping horse offers a glimpse into its colorful history.



Forged in Steel
Trace the many steps taken to make this elaborate armor, from the import of steel ingots to the shaping of pellicone patterns and details—and a whole lot of fire and pounding in between.

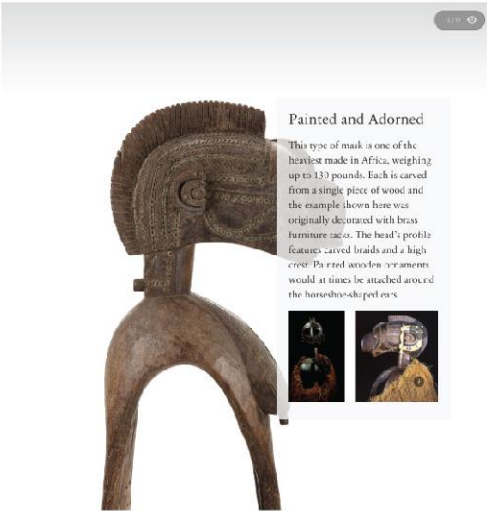
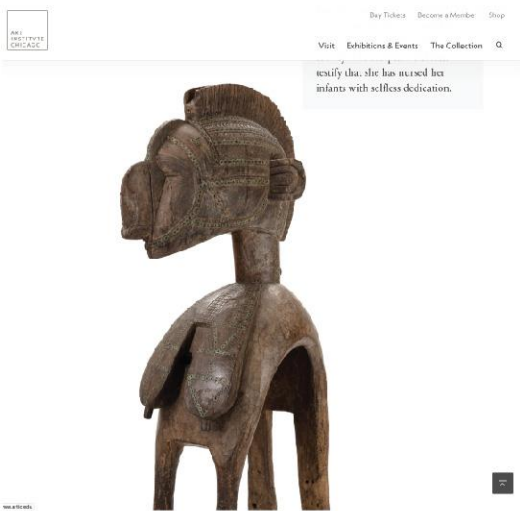


Anti-Slavery Medallion
On this medallion, an African man, kneeling and shackled, poses a powerful question: The medallion was used to advocate for the abolition (or end) of the African slave trade.



The Assumption of the Virgin
One of the most important paintings of El Greco's career, "The Assumption of the Virgin" has become an iconic work in the Art Institute collection. Learn about the painting's origins, its journey to the museum, and a recent endeavor to clean and preserve the work for future visitors.

3-D Rotate Tools



Miles Nielsen &
Kelly Steward

Quarantunes From Our Living Room

**Kelly Steward**
March 19 at 3:48 PM · 🌐

Tonight! Tonight! We are so excited to play music for y'all! Music Heals!!







THU, MAR 19
Miles Nielsen and Kelly Steward Live FB Stream
John, Nick and 39 friends


☆ Interested

**Anita McDonough** ▶ **Kelly Steward**
March 27 at 10:44 PM · 🌐

Best time ever! Love you guys!!!!



 Like

 Comment

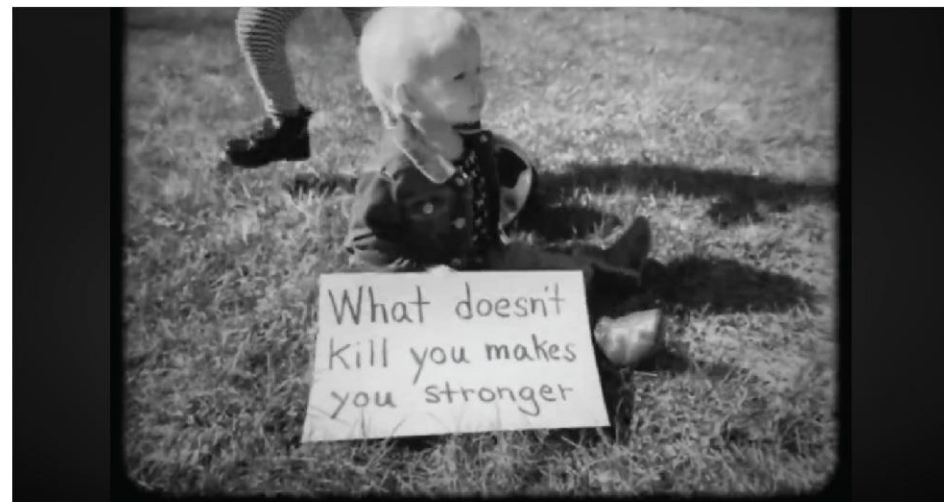
**Kelly Steward**
March 31 at 8:28 PM · 🌐

That Uncle Gary is always on his damn sail phone!! TBH Aunt Dottie...on Social Mania at 8:30pm-ish...hyquaking Miles Nielsen's Facebook live



   Bill Lamb, Laura Gomel and 192 others 18 Comments

After All of This is Over



Fitzgerald's Stay At Home Concerts



Fitzgerald's Stay At Home Concerts



QuaranThinking

with GrahamSpencer

Visit our website at grahamspencer.com or send us an email at info@grahamspencer.com to register for updates.



Q&A

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

LunchChat

Connect. Inform. Help.



Tuesdays & Thursdays @ 12 noon

www.gorockford.com/lunchchat

Upcoming Webinar

Thursday, April 9 @ 12 p.m.

815 Community Response Team

Guest panelists:

- Pam Clark Reidenbach (NICNE)
- Linda Sandquist (United Way of Rock River Valley)
- Jennifer Smith (Community Foundation of N. Illinois)



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Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday

LunchChat

Connect. Inform. Help.



Thank you!