



STAFF REPORT TO COMMUNITY AND LIBRARY SERVICES COMMISSION (CLSC)

TO: Chair Yamamoto and Members of the CLS Commission

SUBMITTED BY: Alison Peters, Senior Community Library Manager

MEETING DATE: September 8, 2025

TOPIC: Hercules Library in Contra Costa County Library Commercials

RECOMMENDATION:

Take a peek at the new Contra Costa County Library Commercials – starring Hercules Library, staff + volunteers!

BACKGROUND:

In early July, our Public Information Officer shared the news that the Library was filming new commercials to promote the library system and all it has to offer. These commercials would be focused on the many fun things you can do at the library – aside from reading books!

Hercules and Walnut Creek branches were picked to star in the commercials due to our beautiful, accessible buildings and unique interior spaces, like the Hercules Starry Cone, Homeschool Resource Center, Teen Room, and Children's Garden. Library Manager Alison Peters recruited extras for the shoot – volunteers from library staff, Friends of the Hercules Library and Hercules Library Foundation members.

On Friday, July 18th the production crew arrived before the library opened, at 8:15am, and filmed till around 1:30pm. Child extras were up first, and the crew filmed shots of a mock storytime in the Starry Cone, children playing with the AWE early literacy station, and enjoying the playhouse in the garden. Next up were the adult crew, including a staged author talk with real author, Hercules Friend and patron Peggy Lucke! And we wrapped things up with a DIY craft shoot in the Homeschool Room, and teens being teens in the Teen Room.

ANALYSIS:

Hercules Library staff and volunteers showed up to support this endeavor, and the film crew left with a ton of excellent footage, showcasing Hercules Library to the best advantage. The commercials are airing now on Comcast cable, video-on-demand, and streaming platforms: six English versions and six Spanish versions.

Bonus: we get to see ourselves on TV! No SAG cards, though, this time.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this report.

ATTACHMENTS:

1. Please enjoy the short commercials which you can view here:

[English ads](#) :

https://www.youtube.com/playlist?list=PLnRAdXh2ewUTWu2EAN4groUQ_zFSCAR35

[Spanish ads](#):

<https://www.youtube.com/playlist?list=PLnRAdXh2ewUQ6wdJuj3IBTqxjEAZCO7EX>