

# COALITION COMMUNICATION: Tourism & the Arts



## COVID-19 MESSAGING



**Governor Mike DeWine** @GovMikeDeWine · Nov 2  
Did you know Ohio tourism destinations and arts organizations can list upcoming events on [Ohio.org](http://Ohio.org) for free? Visit: [bit.ly/3jSox77](https://bit.ly/3jSox77)  
[#InThisTogetherOhio](#) [#SupportLocal](#)

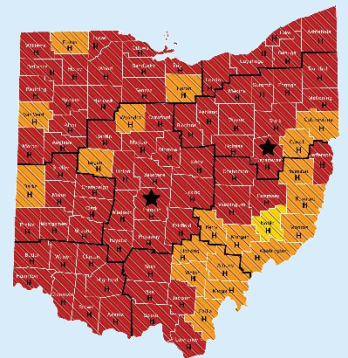


**Governor Mike DeWine** @GovMikeDeWine · 4h  
[#COVID19](#) in the Workplace: If you have an employee who has tested positive for the coronavirus, you can help prevent the spread by contacting your local health department and pausing operations for a deep cleaning.  
[#ResponsibleRestartOhio](#) [#StaySafeOhio](#)

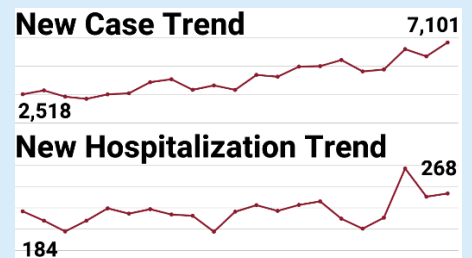
## KEY STATS

Data as of Nov. 12, 2020

### Public Advisory System



### 21-Day Trends



## INDUSTRY INFORMATION

The Ohio Department of Health issued an additional [mask order](#) for retail locations and a revised [mass gathering order](#).

The [July 23 ODH order](#) for facial coverings throughout the state of Ohio is still in effect as well.

The Ohio Arts Council [COVID-19 website](#) provides COVID-19 resources, updates on the agency's work and grant opportunities.

[ArtsinOhio.com](#) offers a listing of free arts and cultural events in Ohio.

Download social media graphics, posters and signs to help you inform your staff and customers on health protocols [here](#).

The [2021 Ohio. Find It Here.Co-op program](#) can help grow your advertising budget. *Ohio. Find It Here.* will match each dollar you invest in the co-op, up to \$25,000, in exchange for displaying the *Ohio. Find It Here.* logo on your advertising.



## SUGGESTED SOCIAL MEDIA POSTS

Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state. We need to stick to the basics → wash your hands; wear your mask when you're with friends and family; stay socially distanced; work from home when you can; and stay at home when you're sick.

It's important that you are aware of how many people are actually in your "bubble" during the pandemic. Your "bubble" may be a lot larger than you think....

[Attach "bubble" infographic](#)

Before you visit your favorite museum, art gallery, or historic site, make sure to call ahead and learn more about the hours and safety protocols. We want you to [#StaySafeOhio](#), so we can stay open. [#ArtsOhio](#) [#SupportLocalOhio](#)

## TALKING POINTS FOR YOU

- Research shows that clear safety and cleanliness protocols matter to Americans when considering where to visit and stay.
- Social distancing, washing hands, and wearing masks are important ways we can keep our friends, family, employees safe. Following these guidelines will also help keep our business open.
- We cannot pick and choose when we follow the safety guidance. We have to follow it while we are at work and especially in our personal free time. We cannot let our guard down.
- We can support our local arts organizations, museums, and performing arts centers by purchasing gift cards or memberships for future use.

## RESOURCES

### HASHTAGS TO USE

[#InThisTogetherOhio](#)  
[#ShopLocalOhio](#)  
[#MasksOnOhio](#)  
[#StaySafeOhio](#)  
[#ShowYourArt2020](#)  
[#ArtsOhio](#)

### LATEST UPDATES

[Public Health Orders](#) 

[News Releases](#)

[Sector-Specific Requirements](#)

[Zip Code Dashboard](#) 

[Holiday Guidance](#) 

### VIDEOS

[Rise to the Task, Wear a Mask](#)

[Dominos \("Don't Let Up"\)](#)

[Mousetrap \(social distancing\)](#)

### PRINTABLES AND GRAPHICS

[All Printables](#)

[Preparing for Contact Tracing](#)

[Waiting for Test Results](#)

[Community Spread](#)

[What You Can Do](#)

[Coaches Wear a Mask Poster](#)

### RESOURCES

[Pop-Up Testing](#)

[Travel Advisories](#)

[Mental Health Resources](#)

[Myths Versus Facts](#)



## WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees and customers safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.
- Submit Letters to the Editor to local news outlets that support the “COVID-19 Key Messages” (at right).
- Participate in local media/radio interviews to support “COVID-19 Key Messages,” and help showcase how you and your colleagues in the industry are supporting Ohio’s Responsible Restart.
- Film PSAs from business/sector/industry leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.
- Develop a COVID-19 Resource page for your website and share that page on social media using the suggested hashtags.
- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.
- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your full company/organization.
- Leverage relationships with “local celebrities” and ask them to promote your efforts as well.

## KEY MESSAGES

We can control the spread of COVID-19 through what we do every single day.

### WEAR A MASK



### WASH HANDS OFTEN



### SOCIAL DISTANCE



It is still recommended that you stay home as much as possible. Work from home if you can.

## HELP US HELP YOU!

We want to help you communicate to your member, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for **the Ohio Development Services Agency** team please contact **Penny Martin** at **(614) 425-8342** or by emailing **[Penny.Martin@development.ohio.gov](mailto:Penny.Martin@development.ohio.gov)**