



JOHN COTTON DANA AWARD

Jaime Wong, Director of Communications
San Francisco Public Library Commission
July 16, 2026





*John Cardiel, backside tailslide, Union Square, 1993.
Photo by Tobin Yelland*

An Exhibition for the People ***Skateboarding San Francisco: Concrete, Community, Continuity***

San Francisco Public Library | John Cotton Dana Award Submission 2026

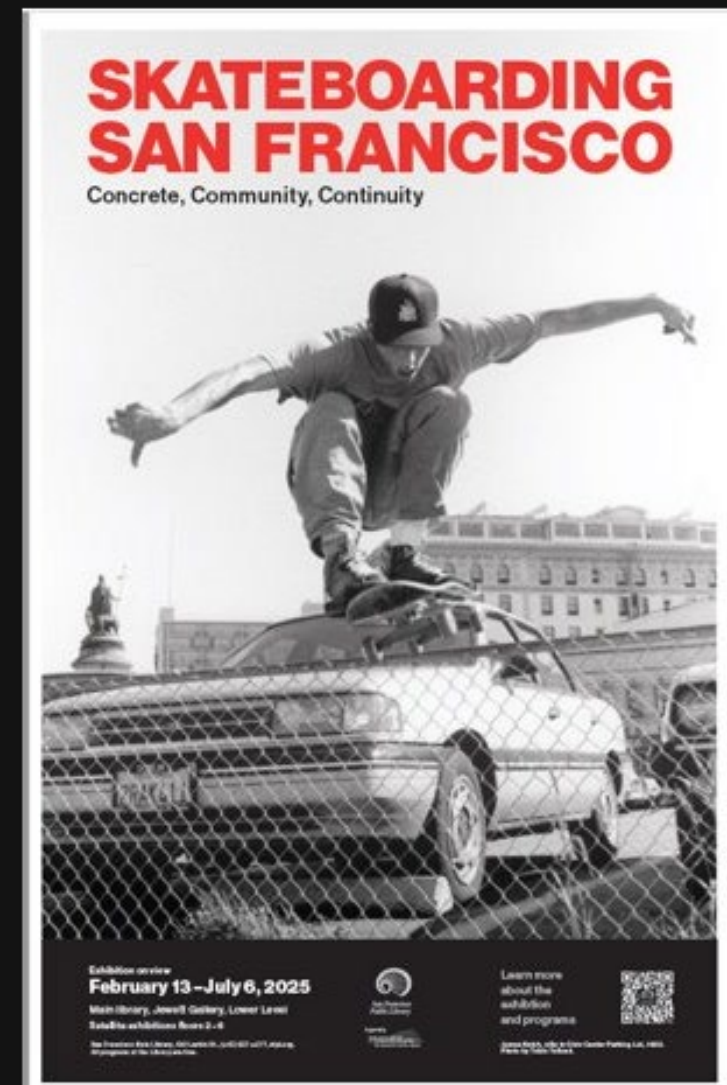
Effective print marketing transformed into shares on social media



Promotional sticker featuring the art of skateboarder Marbie Miller.



Brightly-colored oversized decals by Miller welcomed attention to the usually quiet lower level of the Main Library.



Tabloid poster distributed throughout library system and local businesses.



Media Coverage



KCBS reporter Shannon Golden interviews co-curators Ted Barrow and SFPL's Megan Merritt.



NBC's Joe Rosato Jr. and Ted Barrow admire the 50-foot brass rail skated by the legendary John Cardiel in 1993.

Testimonials and Patron Comments Demonstrating Reach

"This exhibition is f***ing awesome! So narley [sic]. I'm visiting from Mi. and the skating sceen [sic] is so different but the Cali S8 Bois have always inspired me! This showcase is such a great mixture of things and the pics are so raw and candid it really has the overall vibe of S8 life man! "

"I was watching skate videos from San Francisco in late '80s early '90s and they were very influential for me and my friends. Got into the punk/hc subculture and political activism thx to that, and my life has never been the same! Greetings from Italy."

"This exhibit is awesome. My mom is from Santa Cruz and remembers ditching school to go to a competition at 'The Dish' in the 80s. Thank you for putting this exhibit on! – Lilly, Laura, Mama <3"

"Delight! Love how youth continue to create community + art + fight the system through means of joy, play, and comradiness! The intersection of hip-hop, punk, DIY, skate, + youth culture is a beautiful sight to behold."

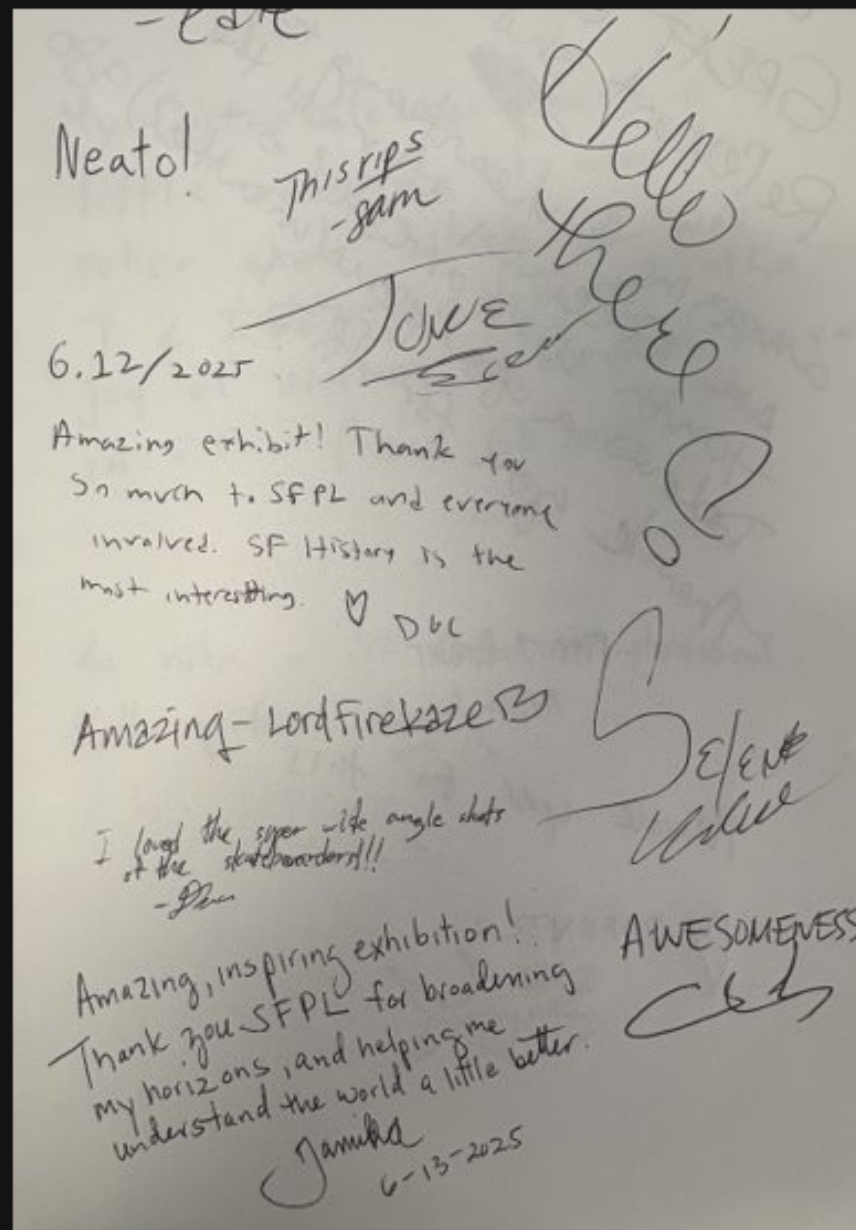
"Love from Amsterdam. It was amazing! Felt very inspired!! X Joel"

"Traveling here from Chicago, this has been such a highlight. What a thoughtful delight this exhibit is. Thank you. It rocks that you featured Marbie + other influential women from the decades. Much love. TY Henry"

"Lived here most my life – never knew the skating history. Like the punks and the ravers and the muralists they find beauty in the neglected – bless the Bay Area."

"Thank you Ted + the SF Library for this exhibit. Seeing this is my whole heart. Thank you – Jeannie"

"It's nice to be recognized. – Wyatt"



Social media: Instagram as an essential marketing tool



62,450 views (87% non-followers)

1,013 sends

1,414 likes

<https://www.instagram.com/p/DFici0lzW4n/>, 2/1/2025

Screenshots of the insights for this Instagram post show how effective social media marketing was for a subject matter – skateboarding – that has always been driven by video and whose audience lives on this platform. We were excited to see that this engagement was purely organic; none of our social media posts were boosted by marketing ad dollars.

71% of the 62,881 views for this post were from non-followers of the Library's Instagram account. Typically, it is the opposite; the vast majority of views for our Instagram posts are from our followers. We netted 348 profile engagements from this post as well and gained 129 new followers.



15,173 views (69% non-followers)

284 sends

868 likes

<https://www.instagram.com/p/DF8HW4Dz2lm/>, 2/11/2025

69% of the views for this post were from non-followers of the Library's Instagram account. There were 162 profile engagements from this post as well.



THANK YOU

