

PEC Plan
April 19 – May 31

APRIL

POTUS April 19 – 30

- MSNBC / Telemundo Town Hall – date TBD

VP April 19 – 30

- Conversation with Yara Shabidi
- Video with Black healthcare and nursing home workers

Other Confirmed Activities April 19 – 30

- April 15: Announce Share the Mic program with major celebrity names (Michelle Obama, Kerry Washington, Eva Longoria)

Major PEC Projects in April

- Vaccine engagement package to all entertainment talent and management agencies – Kristina & Adrian
- Vaccine engagement package to all media companies and show producers – Kristina & Mariel
- Outreach to major culture event producers – Kristina & Adrian
- Outreach with WCDT brand and engagement ideas to major businesses and associations – Kristina & Zach
- Launch Community Corps Business Chapter – Kristina & Zach
- Start celebrity Share the Mics – Kristina, Adrian & Clarke

Other Press to be Scheduled for April 19 - 30

- Dr. Choucair interview on Univision Despierta America (rescheduled)
- Dr. Choucair interview with LBCI (Lebanese Broadcasting Corporation)
- Dr. Choucair interview with BBC News
- Dr. Nunez-Smith interview on the iHeartRadio Public Affairs Show
- Dr. Nunez-Smith on NPR All Things Considered
- Press call with Dr. Collins and Dr. Corbett on COVID vaccines and pregnancy
- Dr. Nunez-Smith with Ibram Kendi
- Dr. Fauci with Complex

Other Digital to be Scheduled for April 19 - 30

- Michelle Obama Share the Mic (approved, waiting for date)
- Hispanic Share the Mic
- Young Americans Share the Mic
- Conservative Americans Share the Mic

MAY

POTUS May 1 - 31

- May 8: Global Citizen Concert Message (proposed, could be pre-taped)
- Late night hosts vaccination video
- "State of the Pandemic" YouTube Town Hall

VP May 1 - 31

- BET / HBCU townhall special with the VP and medical experts to answer students' questions
- Roundtable with national radio broadcast hosts: Senator Kamala Harris hosts roundtable with national radio broadcast hosts: Steve Harvey, DL Hughley, Charlamagne The God, Ebro

Other Confirmed Activities For May

- Oprah OWN Townhall with Dr. Fauci – first week of May

Major PEC Projects in May

- Schedule entertainment talent and management agencies briefings – Kristina & Adrian
- Work with media companies and show producers on vaccine messaging – Kristina & Mariel
- Continue outreach with WCDT brand and engagement ideas to major businesses and associations – Kristina & Zach
- Continue celebrity Share the Mics – Kristina, Adrian & Clarke

Other Digital To Be Scheduled For May

- President Obama Share the Mic (proposed, waiting approval)
- President Obama NBA Townhall (proposed, waiting approval)
- President Obama visit to mass vaccination site (proposed, waiting approval)
- National Farm Broadcasters Backgrounder with Vilsack and medical expert

ADDITIONAL IDEAS TO BE CONSIDERED

Digital Media

- Produce HHS question-and-answer videos featuring local Black doctors discussing the vaccines, how they work, and why the public should get vaccinated.
- Request that Tom Brady create a video with his parents encouraging vaccination (his parents had COVID last year and he has talked about their tough recovery).
- Create custom partnerships with the social media platforms with algorithms to hit this audience.
- Launch Hollywood comedy writers video content.
- Work with Genius and ATTN on a video series that highlights questions and misconceptions about the vaccine and the facts.
- Create a TikTok #PassTheMic campaign; launch with major influencers to begin the series.
- Create a photo backdrop / social media kit to be used at vaccination sites for people to celebrate with the We Can Do This campaign after receiving the shot.
- Create a “rivals” social media campaign of unexpected pairings of Americans encouraging each other to get vaccinated (ex: Nicki Minaj / Cardi B, Britney / Christina, James Bond / Jason Bourne) and encourage user generated content to join.
- Work with YouTube on an original special about vaccinations targeted to young people (similar to the YouTube’s *Dear Call of 2020* special).
- Dr. Biden and Dr. Walensky to host a Kids Blogger Roundtable to answer kids’ questions about the pandemic and the vaccine with outlets (ex: *Time For Kids*, *Time Out Kids*, *Scholastic*, *Girls Life*, *Now This Kids*, *Sports Illustrated Kids*).
- Work with Instagram to produce a series about vaccines for @Instagram (the largest social media account in the world, 387 million followers). Feature young creators doing in-depth pieces about young people’s questions. Request a Stories Highlight on Vaccines on @Instagram to stay on the account through 2021.

- Request major TikTok, Snapchat and Instagram influencers to create videos of themselves being vaccinated and start a special campaign of funny and/or musical videos about being vaccinated to encourage others to create content and post.

Earned Media

- Vice President Harris weekly Black radio and/or stakeholder event.
- Work with Hispanic entertainment outlets to get vaccination storylines into scripted shows and gameshows.
- Request a vaccination special on Christian Broadcast Network feature Evangelical leaders.
- Request that the major live TV entertainment shows feature hosts being vaccinated on air (ex: the hosts of *The Voice*).
- Request that the TV morning and daytime talk shows feature special vaccination reunion moments with everyday Americans talking about what this means to them (ex: hugging grandma for the first time).
- Convene an editorial meeting with the publishers of Catholic newspapers and newsletters across the country (ex: *America Magazine*, *Florida Catholic*, *The Catholic Spirit*, *The Tablet*).
- Dr. Biden interview with Chip and Joanna Gaines for *Magnolia*.
- Request vaccination specials with BET, *The Undeclared*, *Desus & Mero*, *Sneaker Shopper*, *Hot Ones*.
- Request a vaccination special with Christian Broadcasting Netflix and Evangelical leaders.
- Place a trusted messenger on the *Joe Rogan Show* and *Barstool Sports* to promote vaccination (work with outside expert to identify who will be most effective).

Partnerships

- Request that the Small Business Association host a members' meeting with Dr. Fauci.
- Request a co-branded We Can Do This effort with Walmart for videos and info sources for in-store screens, point of purchase displays and info in the pharmacies.

- Work with the Chamber of Commerce and BRT to provide Chief Marketing Officers with guidance on how to work We Can Do This into their branding and paid media work and employee communications.
- Work with NFL, NASCAR, MLB, CMA to request they create content with their talent and release through their broadcast and social channels. Also create a “Share the Mic” program where their talent elevates public health voices.
- Work with all major sports leagues to send vaccination information to ticket holders.
- Work with ESPN for hosts to provide vaccination information.
- Partner with Disneyland Parks for vaccination events when the amusement parks reopen.
- Work with the Hollywood guilds to work vaccination messaging into scripted and reality TV shows (ex: Writers Guild, Directors Guild).