



CLIENT TWICE WEEKLY MEETING
NOTES

COVID-19 PSA & Awareness Campaign

September 29, 2020

ATTENDEES

Name	Role	Present?
HHS/FDA		
Mark Weber	Deputy Assistant Secretary for Public Affairs, HHS	<input checked="" type="checkbox"/>
April Brubach	Campaign Director/COR, Office of the Assistant Secretary for Public Affairs (ASPA), HHS	<input checked="" type="checkbox"/>
Janell Muhammad	Deputy Campaign Director/Alternate COR, ASPA, HHS	<input checked="" type="checkbox"/>
Monica Vines	Statistician, Census Bureau	<input type="checkbox"/>
Atlas		
Beth Mahan	Executive Oversight, Atlas	<input checked="" type="checkbox"/>
Stefanie Lehmann	Program Manager, Atlas	<input checked="" type="checkbox"/>
Rebecca Hart	Deputy Program Manager, Atlas	<input checked="" type="checkbox"/>
Tim Tinker	Program Director, Atlas	<input checked="" type="checkbox"/>
Ned Riley	PSA Integration Lead, Atlas	<input checked="" type="checkbox"/>
Jennifer Hill	Paid Media Lead, Atlas	<input type="checkbox"/>
Chris Brown	Market Research Lead, Atlas	<input checked="" type="checkbox"/>
Phil Krause Schmidt	Program Management Support, Atlas	<input checked="" type="checkbox"/>
Mersina Grljevic	Program Management Support, Atlas	<input checked="" type="checkbox"/>
Shay Bickley	Program Management Support, Atlas	<input checked="" type="checkbox"/>
Den Tolmor	PSAs, DD&T	<input checked="" type="checkbox"/>
Peter Lester	PSAs, DD&T	<input type="checkbox"/>
Ryan Munce	Market Research, Co/Efficient	<input checked="" type="checkbox"/>
Brandon Moody	Market Research, Co/Efficient	<input checked="" type="checkbox"/>
G. Tyler Barnet	Paid & Earned Media, Grapeseed Media	<input checked="" type="checkbox"/>
Bill Updegraff	Paid & Earned Media, Grapeseed Media	<input checked="" type="checkbox"/>
Jon Gross	Paid & Earned Media, Grapeseed Media	<input checked="" type="checkbox"/>
Tom Lorenzo	Paid & Earned Media, Grapeseed Media	<input type="checkbox"/>
Ella Burton	Messaging & Traditional Media, BCW	<input checked="" type="checkbox"/>
Steve Radick	Messaging & Traditional Media, BCW	<input checked="" type="checkbox"/>

DISCUSSION

- Pixel Placement and websites – resource document provided and will be reviewed

PROGRESS

- Monthly Status Report #1 – will be sent by 10/5.
- Market Research
 - Market Research Plan and Survey Instrument – Submitted to government and waiting on feedback
 - Monica Vines in holding pattern for HHS integration, alternative contact needed for OMB approval process
 - HHS reviewing R&E process from parallel larger contract and will report back findings
- PSAs
 - PSA product packages have been submitted for the following PSAs:
 - Dennis Quaid – Full clip package to complete by COB 9/30/2020
 - Cece Winans – Currently working on transcripts and rough cuts, will submit by today 9/29 COB
 - Shulem Lemar – Preparing transcripts, rough cuts, and recommended ad placements – Will submit tomorrow by 10 am EST
 - Developed vetting process for talent and tiering categorization in order to adjust spend recommendation based on reach
 - Spanish language PSA strategy – Submitted to government; used Marc Anthony questions as an example
 - PSA Plan resubmitted and awaiting feedback
 - George Lopez PSA – Not moving forward due to previous concerns regarding his comments regarding the President
- Paid and Earned Media Plan – Submitted and awaiting feedback

PROBLEMS AND SOLUTIONS

- The Atlas Team to develop a proposed strategy for suggestions on how to promote a 6-minute informational video about vaccine research and development
 - HHS determining which video clips to include as promotional material to capture user's attention to watch full video
 - Video will be hosted in static location in full length, need strategy on clips and promotional material placement to drive viewers to full length video
 - Develop a one-page strategy approach on recommendation for video promotion – turnaround tomorrow morning, 9/30/2020

UPCOMING DEADLINES

- Monthly Status Report – 10/5/2020

ACTIONS & NEXT STEPS

Owner	Activity	Status
Atlas Team	Integrate government feedback into the Paid and Earned Media Plan	On-going

Owner	Activity	Status
Atlas	Media placement strategy for 6-minute vaccine safety video	In Progress
HHS/Atlas Team	Set up meeting to discuss OMB review and approval process	In Progress
HHS	Determine approval status of COVID-19 Prevention Network communication assets/products	In Progress
HHS	Determine if Dr. Birx and/or RADM Denise Hilton are candidates for PSAs	In Progress
HHS	Feedback for the following: market research plan and instrument, paid and earned media plan, Quaid Tailored Media Plan, Spanish language approach	In Progress
HHS	Pixel implementation and websites and social media integration	In Progress

COMPLETED ACTIONS & NEXT STEPS

Owner	Activity
Atlas Team	Establish twice weekly calls with Government/Atlas Team (Contract Deliverable)
Atlas Team	Submitted Kick-Off Meeting Minutes (Contract Deliverable)
Atlas Team	Compile initial list of PSA questions/topics for HHS/FDA review
Atlas Team	Submit list of proposed medical luminaries and trusted public health organizations for potential inclusion in PSAs/other communication products
Atlas Team	Identify review process required for implementation of pixels/trackers on coronavirus.gov website
Atlas Team	Update vetting deck template to incorporate government feedback
Atlas Team	Compile list of celebrities for review/potential vetting
Atlas Team	Obtain celebrity schedules and coordinate with government talent
HHS	Share government talent release form for future use
HHS	Pixel implementation and websites and social media integration
Atlas Team	Spanish language approach
Atlas Team	Shulem PSA budget recommendation according to tiered approach