



**COVID Media, PR and
Outreach**
Racial Disparities Task
Force February 2021 Report

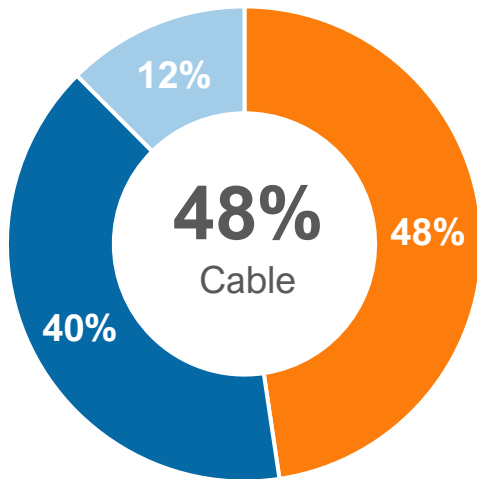
March 19, 2021



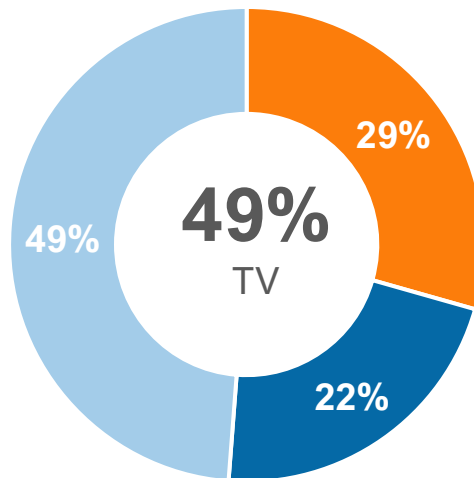
26,331 CABLE, TV & RADIO SPOTS DELIVERED 165 MILLION IMPRESSIONS

Cable delivered 48% of total spots, and TV delivered 49% of impressions

CABLE
RADIO
TV



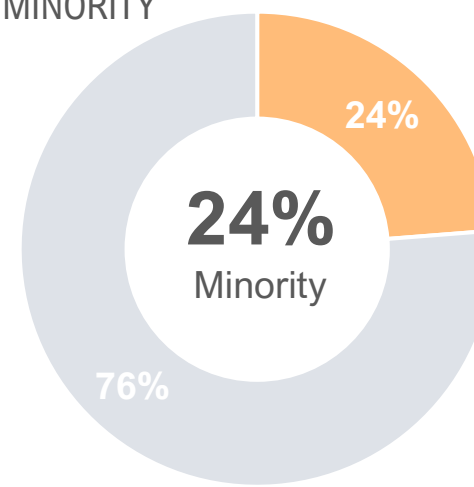
26,331
SPOTS



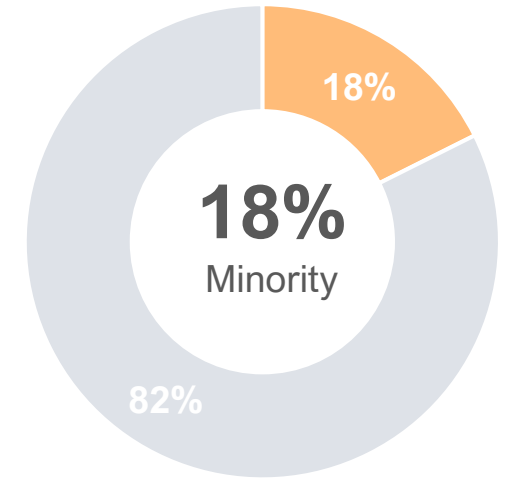
165 MILLION
IMPRESSIONS

Radio stations featuring African-, Arab- and Hispanic-American programming 2,495 spots, 6.3 million impressions

GENERAL
MINORITY



10,504
RADIO SPOTS



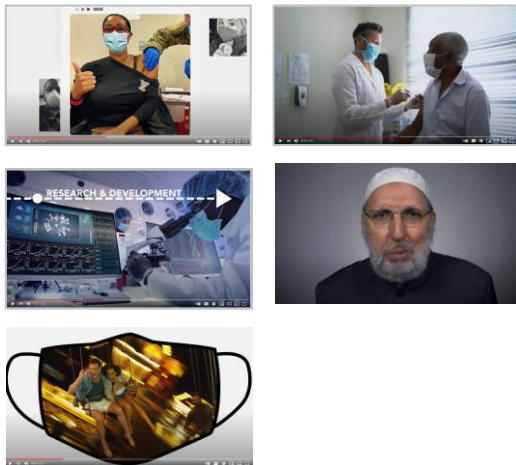
36 MILLION
IMPRESSIONS

Purchased programs and stations in key markets that targeted the African American, Arab American and Latino populations

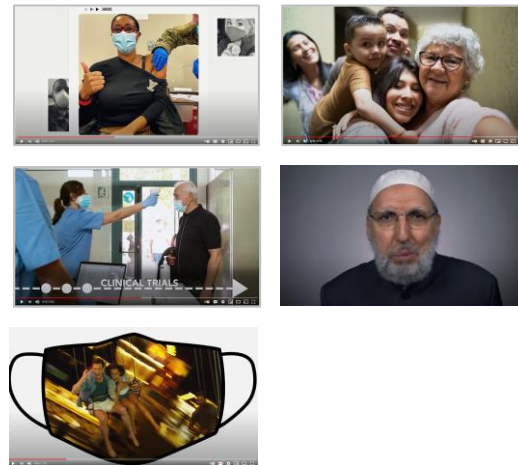
CABLE, TV & RADIO SPOTS BY MARKET

TELEVISION & CABLE

Detroit, Flint & Benton Harbor



Lansing, Grand Rapids, Marquette & Traverse City



RADIO

Urban



Hispanic



Non-Urban



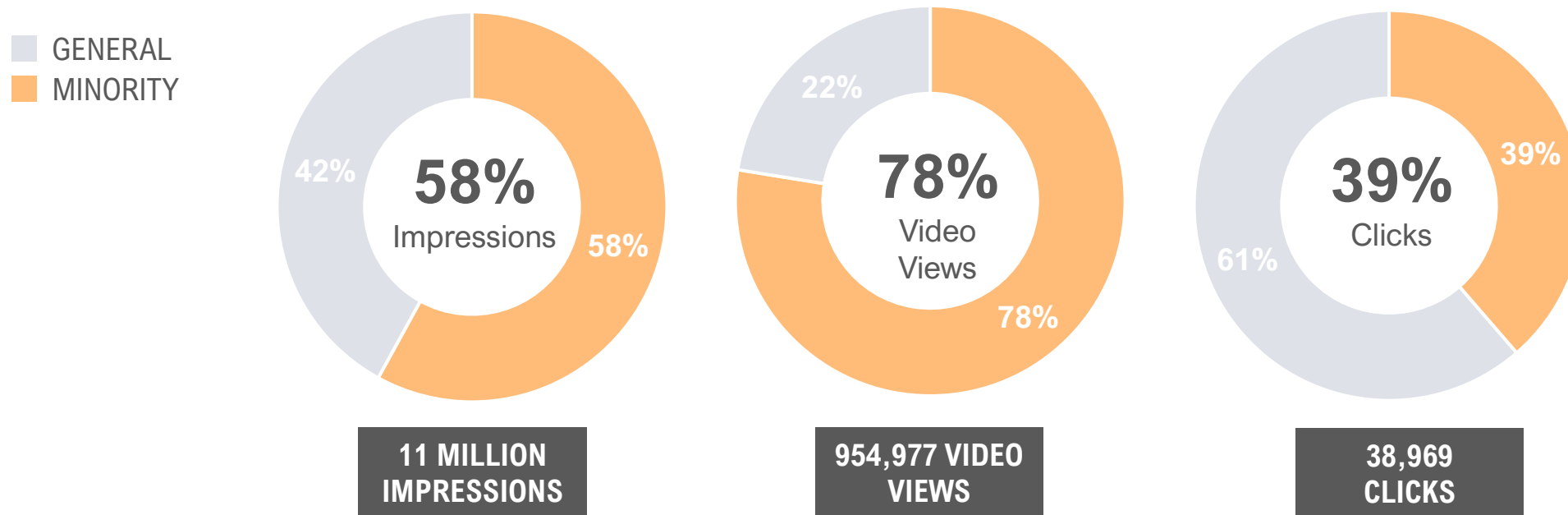
Arabic



Ad units are accessible via hyperlinks on the above images.

DIGITAL DELIVERED 11.3 MILLION IMPRESSIONS, 954,977 VIDEO VIEWS

Digital—display, video and connected tv—provides greater targeting opportunities to minority populations online. 58% of overall digital impressions, 78% of video views and 39% of clicks are attributed to the minority audience.



DIGITAL EXAMPLES BY SEGMENT

SINGLE UNMARRIED WOMEN



WOMEN VACCINE BELIEVER



ADULTS 18+ MINORITIES



HISPANIC NONVACCINATORS



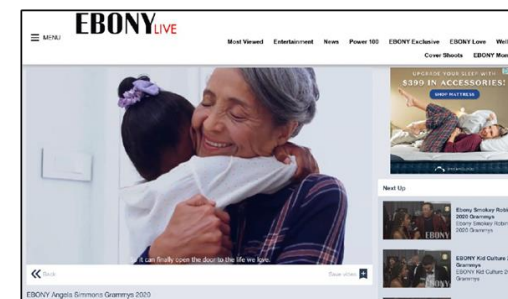
MEN NONWHITE SKEPTIC



NONWHITE INSTITUTION SKEPTICS HHI<\$75K



BLACK NON-VACCINATORS



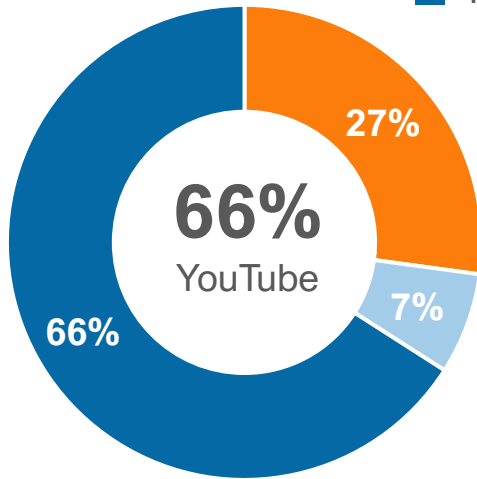
ADULTS 18-49 NONWHITE INSTITUTION SKEPTIC



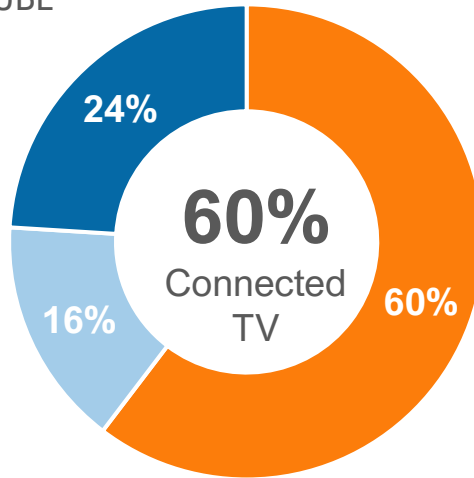
VIDEO STREAMING DELIVERED 10.8 MILLION IMPRESSIONS & 4.7 MILLION VIDEO VIEWS

YouTube delivered 66% of video streaming impressions and Connected TV 60% of video views

- CONNECTED TV
- HULU
- YOUTUBE

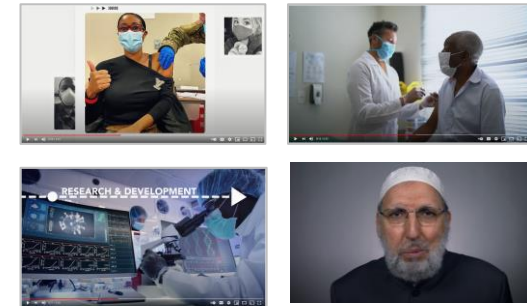


10.8 MILLION IMPRESSIONS

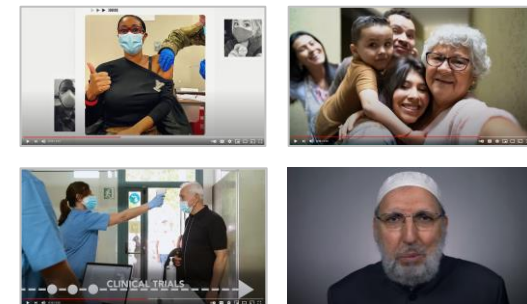


4.7 MILLION VIDEO VIEWS

Detroit, Flint, Benton Harbor spots



Spots aired everywhere else

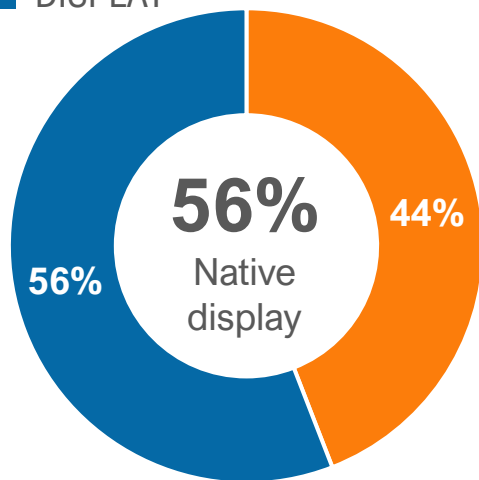


Purchased programs targeted to the African American population.

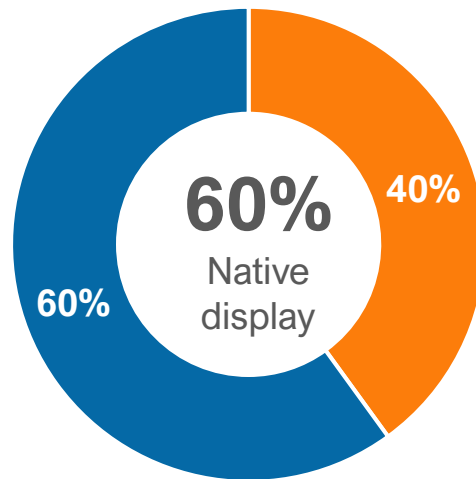
NATIVE MADE 2.8 MILLION IMPRESSIONS AND PROMPTED 23,353 CLICKS

60% clicked through to the website and 40% to an article

ARTICLE
DISPLAY



2.8 MILLION IMPRESSIONS



23,353 CLICKS

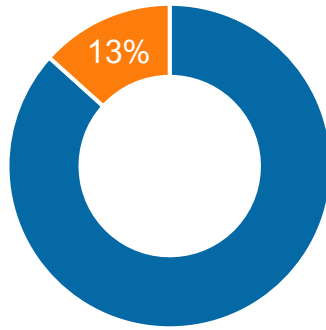
Audio Streaming delivered 4.9 million impressions



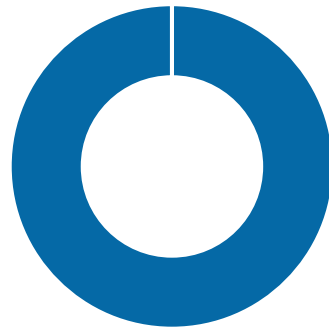
Ad units are accessible via hyperlinks on the above images.

SOCIAL DELIVERED 4.1 MILLION IMPRESSIONS AND 480,541 VIDEO VIEWS

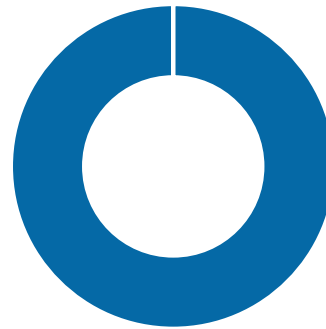
■ FACEBOOK-INSTA
■ NEXTDOOR



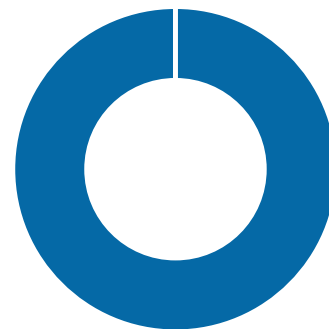
4.1 MILLION IMPRESSIONS



480,541 VIDEO VIEWS

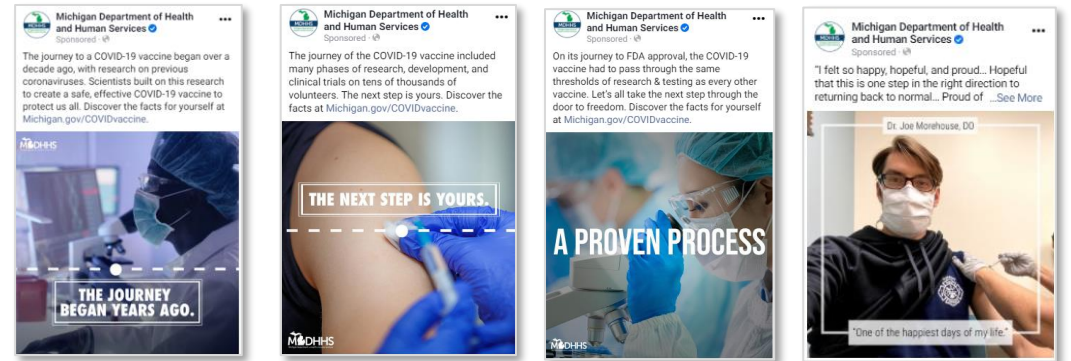


4,803 CLICKS



215,495 ENGAGEMENTS

FACEBOOK/INSTAGRAM



NEXTDOOR



ADDITIONAL SOCIAL MEDIA PLACED THIS MONTH

Michigan Department of Health and Human Services

Sponsored · 🗨️

Recently, tens of thousands of health care workers were given a dose of hope—the COVID-19 vaccine. They trust the science. ...See More

Discover the facts for yourself.

Michigan COVID-19 Vaccine

Sponsored by MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

Michigan Department of Health and Human Services

Sponsored · 🗨️

Scientists have been on a journey. Their destination: a safe, effective vaccine to protect us all from COVID-19. Learn more ...See More

Discover the facts for yourself.

Michigan COVID-19 Vaccine

Sponsored by MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

Michigan Department of Health and Human Services

Sponsored · 🗨️

The COVID-19 vaccine can help us open the door to the lives we love. But until the vaccine is administered statewide, we still need to take precautions, wear our masks correctly and protect each other. Let's spread facts, not COVID. Learn about the vaccine at Michigan.gov/COVIDvaccine.

COVID-19 VACCINE: Opening the door for us all.

Michigan Department of Health and Human Services

Sponsored · 🗨️

Dr. Rozzell has been treating patients with COVID-19, and received the vaccine "to help protect myself, my family and the ...See More

Dr. Donald Rozzell, MD

"I hopefully will instill confidence."

Michigan Department of Health and Human Services

Sponsored · 🗨️

As of Monday, Feb. 22, 36% of all Michiganders 65 and older have been given the COVID-19 vaccine—and that percentage is ...See More

36% of 65+ Vaccinated

Know a senior with limited technology who still needs a vaccine? Have them call 2-1-1 for help with scheduling an appointment.

COVID-19 Vaccine

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

Michigan Department of Health and Human Services

Sponsored · 🗨️

One by one, we are vaccinating Michiganders for COVID-19. Until we all are protected, protect others by continuing to wear your ...See More

UNTIL WE ALL ARE VACCINATED, WE ALL NEED TO WEAR A MASK.

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

Michigan Department of Health and Human Services

Sponsored · 🗨️

One day in the future, when we reach community immunity, we won't need to wear masks. But for right now, we all ...See More

Protected by the vaccine? Protect others by wearing a mask.

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

Michigan Department of Health and Human Services

Sponsored · 🗨️

The COVID-19 vaccine has passed through many phases of research, development, and clinical trials. Now it's here to open ...See More

Michigan Department of Health and Human Services

Sponsored · 🗨️

Even if you've already been vaccinated, continue to help protect your community and mask up, Michigan. Learn more at ...See More

Michigan Department of Health and Human Services

Sponsored · 🗨️

Alfredo Morado, a patient scheduler for McLaren, recently received the COVID-19 vaccine. "Having been raised in a ...See More

Alfredo Morado, McLaren Central Michigan

"Together we can control this virus."

Michigan Department of Health and Human Services

Sponsored · 🗨️

After receiving the COVID-19 vaccine, Officer Tim Ames of the Erie Township police said, "I'm so relieved to finally feel protected ...See More

Officer Tim Ames

"This vaccine is our way out."

Michigan Department of Health and Human Services

Sponsored · 🗨️

After getting the COVID-19 vaccine, Dr. Garcia said, "The feeling I had turning towards my colleagues as we all walked out of ...See More

Dr. Karen Garcia, DO and Linda Kowalski, RRT

December 18th, 2020

Michigan Department of Health and Human Services

Sponsored · 🗨️

After Emily received the COVID-19 vaccine, "I had a dance party with my kids when I got home that day. I feel lighter than I ...See More

Emily Di Loreto, PA

"The vaccine was easy"

Michigan Department of Health and Human Services

Sponsored · 🗨️

The Senior VP and CEO of Henry Ford's north market, Denise proudly announced, "Today...I started being brave. I chose to 'take ...See More

Denise Brooks-Williams, Henry Ford Health System

"I chose to 'take the shot."

Michigan Department of Health and Human Services

Communications Team · 16 likes

And better communities. Community safety will take time. #maskupmichigan. Even if you've already been vaccinated, continue to help protect your community and mask up. Michigan. Learn more at Michigan.gov/MaskUpMichigan.

Posted to Subscribers of Michigan Department of Health and Human Services

Like Share

👍 234 · 47166 Impressions

Michigan Department of Health and Human Services

Communications Team · 3 likes

Keep The Faith. In times like these, it's important to believe in each other and do all we can to stop COVID-19. Wash your hands, wear a mask, watch your distance, and get the vaccine when it becomes available to you. Learn more at Michigan.gov/COVIDvaccine.

Posted to Subscribers of Michigan Department of Health and Human Services

Like Share

👍 215 · 57243 Impressions

Michigan Department of Health and Human Services

Communications Team · 2 likes

1,001,873 Vaccine Doses

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES

1,000,000 Doses Administered. A million thanks to all the health care workers administering the COVID vaccine! Yesterday, Michigan crossed the million-dose threshold! If you haven't received yours yet, let patient—your time is coming! This is the next step on our journey to recovery. Learn more at Michigan.gov/COVIDvaccine.

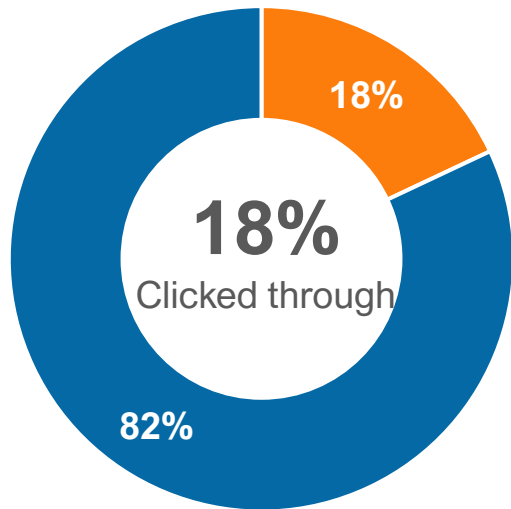
Posted to Subscribers of Michigan Department of Health and Human Services

Like Share

👍 275 · 56742 Impressions

GOOGLE SEARCH AD GRANT MADE 549,365 IMPRESSIONS & DROVE 99,371 CLICKS

Of the people who saw the Google AdWords, 18% clicked through for more



549,365
IMPRESSIONS

TOP 5 AD GROUPS

1. COVID
2. Vaccine
3. Testing
4. Coronavirus
5. Michigan

26 PRINT ADS PLACED IN MINORITY PUBLICATIONS THIS MONTH

Grand Rapids Times
 Lansing Chronicle
 Lazo Cultural
 Michigan Banner
 New Opinion
 Saginaw Community
 Voice
 Jackson Blazer News
 Latino Press
 Michigan Bulletin
 Pontiac Citizen Post
 Metro Business
 Midwest Business
 Alliance Journal
 Mi Gente

Ecorse Telegram News
 Bi-State News
 Michigan Chronicle
 Arab American News
 New Citizen Press
 Mi Asian
 Michigan Korean
 Korean Weekly
 El Vocero
 Miindia
 Benton Spirit
 Grand Traverse Band



29 PRINT ADS PLACED IN MINORITY PUBLICATIONS THIS MONTH

Grand Rapids Times
Lansing Chronicle
Lazo Cultural
Michigan Banner
New Opinion
Saginaw Community
Voice
Jackson Blazer News
Latino Press
Michigan Bulletin
Pontiac Citizen Post
Metro Business
Midwest Business
Alliance Journal
Mi Gente

Ecorse Telegram News
Bi-State News
Michigan Chronicle
Arab American News
New Citizen Press
Mi Asian
Michigan Korean
Korean Weekly
El Vocero
Miindia
Benton Spirit
Grand Traverse Band
Sault Tribe News
Yemeni American News
Highland Park Journal



25 EARNED MEDIA STORIES PLACED THIS MONTH, 16 RADIO INTERVIEWS ON MINORITY STATIONS

Ongoing community outreach efforts through Mario Morrow & Associates including: Michigan Chapters of the Urban League, Faith-based community leaders, Black sororities and fraternities, block club associations, radio talk show hosts and much more.

Held a February Town Hall meeting with diversity and health leaders.



COVID-19 VACCINATIONS **dabo**
Educators, Seniors, Youth in Prevention Programs, Students get your Vaccinations

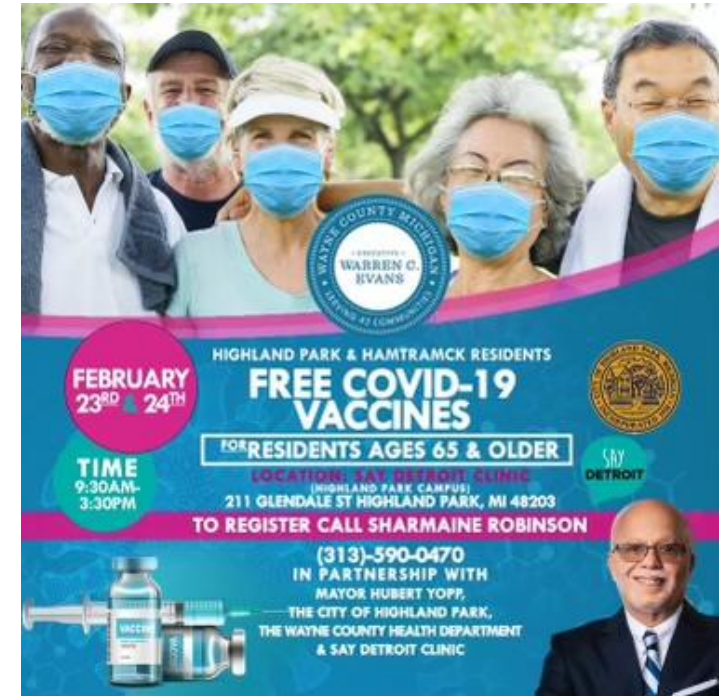
OPEN AND ONGOING REGISTRATION!

**Registration Begins
Monday, March 8, 2021**

Call NOW 313-491-0003

Sheffield Center
12048 Grand River Avenue at Wyoming, Detroit, MI 48204

The poster features a central image of a hand holding a vaccine vial. At the bottom, there are three smaller panels: the first shows a person being vaccinated with the text 'Get Tested, Know Your Status'; the second shows a person with the text 'Get Tested, Know Your Status'; the third features logos for 'NEW BEGINNINGS CENTER FOR THE ELDERLY', 'HEARTS OF HUMANITY', and 'THIRD NEW HOPE' with the slogan 'CHOOSE HEALTHY LIFE'.



FREE COVID-19 VACCINES
FOR RESIDENTS AGES 65 & OLDER

FEBRUARY 23RD & 24TH

TIME 9:30AM-3:30PM

**LOCATION: SAY DETROIT CLINIC (HIGHLAND PARK CAMPUS)
211 GLENDALE ST HIGHLAND PARK, MI 48203**

**TO REGISTER CALL SHARMAINE ROBINSON
(313)-590-0470**

**IN PARTNERSHIP WITH
MAYOR HUBERT YOFF,
THE CITY OF HIGHLAND PARK,
THE WAYNE COUNTY HEALTH DEPARTMENT
& SAY DETROIT CLINIC**

The poster features a group of diverse people wearing blue face masks. It includes logos for 'WAYNE COUNTY MICHIGAN' (with Warren C. Evans), 'SAY DETROIT', and 'HEARTS OF HUMANITY'. A photo of Mayor Hubert Yoff is in the bottom right corner. An image of a vaccine vial and syringe is in the bottom left.