

Mario Morrow and Associates, LLC

COVID – 19

Public Relations . Communications . Community Outreach .

Executive Summary

MMA continues to secure top surrogates (influencers) for interviews on tv and radio.

Our new focus is “**Wear Your Mask, Social Distancing, Testing, Testing Sites and Contact Tracing**”.

In total, since April, MMA has secured **152** interviews on a variety of talk shows statewide.

Pinned and secured placements for over 35 op-eds.

Assisted with **60** stakeholder meetings has increased to and have reached hundreds of viewers and participants.

Secured a total of **85** video support messages.

We have assisted our surrogates with messaging, media training, and content development.

We have also worked very closely with the Faith Based Director and have enlisted over 200 men and women of faith to serve as surrogates throughout the state of Michigan.

Goals

HOW WE CAN HELP

- Promote messaging on radio, TV, and podcasts through surrogates and influencer interviews.
- Ghost write Op-Ed pieces for key stakeholders, surrogates, influencers and community leaders
- Seek placements for Op-Eds written by Mario Morrow and those written by influencers.

OTHERS TELLING THE STORY

- Seek interviews for influencers on talk shows, news venues and print media.
- Seek positive testimonials from people from all walks of life supporting messages on Wearing a Mask, Social Distancing, Testing and Contact Tracing.
- Obtain videos from influencers as well as everyday people supporting our messages

TARGET GROUPS

- Focus on the target groups of influencers, community groups, and organizations to get messages out.
- Groups include: Labor Unions (AFL-CIO, AFSME, SEIU, Educators, Education Unions (MEA, AFT, DFT), Community Colleges, 4-year Universities and Colleges (Professors and Students), Charter, Public and Private Schools, Politicians (Elected and Candidates), Business Leaders, Rappers, Fraternities and Sororities, DJ's, Pastors, Block Clubs, Millennials, Reporters, Anchors, Talk Show Hosts, Parents and Protestors to name a few.

Help us get the
messages out

- **RECORD A VIDEO OR TESTIMONIAL**
- **WRITE AN OPED OR WE WRITE YOU SIGN**
- **DO AN INTERVIEW WITH THE MEDIA**
- **SHARE OUR FACT SHEETS WITH YOUR DISTRIBUTION LIST**

- **SHARE OUR VIDEOS AND/OR OPEDS ON YOUR SOCIAL MEDIA PLATFORMS**
- **MAKE COMMENTS ON SOCIAL MEDIA AND IN THE COMMENT SECTION OF PRINT PUBLICATIONS SUPPORTING THE ADMINISTRATION**
- **PLACE A TAG ON YOUR EMAIL SIGNATURE LINE TELLING PEOPLE TO WEAR A MASK, PRACTICE SOCIAL DISTANCING AND ENCOURAGE THEM TO GET TESTED**

Stay Safe at a Safe Distance!

Words Matter- Physical Distancing vs. So

A term and theory new to most, the enforced practice of Social Distancing. As a preventative measure to reduce the transmission of COVID-19, it is recommended that individuals remain at least 6 feet apart when in public places and wear a mask.



DR. KENT D. KEY

Although the concept is correct, the name and language used as Social Distancing is not. Language matters, terminology matters and is reflected in how it is internalized by people.

We are not Social Distancing. We are Physical Distancing. This is an important distinction to make. We are merely physical distancing ourselves from others as a form of social responsibility. Simply put, we do not want to create an environment where the transmission of COVID-19 can oc-

member, you can practice physical distancing and remain socially connected to your family, friends and loved ones!

The mere thought of having to wait in line to enter the grocery store may have never crossed the mind of

We are not Social Distancing. We are Physical Distancing.

the everyday shopper. The COVID-19 pandemic has changed the number of people allowed to enter into an establishment, how far you're able to stand next to someone, and who/how many people you let into your home. As inconvenient as physical distancing may be, it is extremely necessary to protect yourself and those around you. Many of us may think that because we are very familiar with certain individuals or because they are related to us, then we can let our guards down. COVID-19

don't know is exactly where they have been and who they've been around.

Now that Michigan is slowly implementing its reopening phases, the same sentiment goes towards those who may interact with in public settings.

Please take physical distancing seriously, as it is one of the few ways for us to stop the spread of the virus. We are all in this together. Stay safe at a safe distance. Remember you can practice physical distancing and stay socially connected!

ditionally, you never know who someone else may have to interact with. Physical distancing isn't just about

Get Tested for COVID-19: It's More Than

Over 100 days have passed since COVID-19 forced most of the United States into various measures of quarantine. People across



MICHAEL RAFFERTY

the country spent months indoors, socially distancing, and donning masks in public. We've adapted to this "new normal" with the hope of reducing the transmission of a virus that rapidly infected our cities, swept through communities using symptomatic and asymptomatic people as vehicles, and overwhelmed major hospital systems.

Public health experts and scientists have advised us on ways to prevent contracting and transmitting this

disease and many of us have taken this advice. We wash our hands longer and more frequently, we use gloves and other barriers when touching surfaces

Getting tested is about much more than slowing the spread of the virus. It is about saving lives.

in public, we wipe down grocery items and delivery packages, and we disinfect doorknobs, light switches, and other routinely touched surfaces in our homes.

Many of us are healthy because we have taken these steps and we must continue. But as more is learned about how this disease is transmitted and as we acknowledge the large number of infected people who are asymptomatic

the best way to protect those

As stated at home or retail establishments, summer peaks is within significant importance of infection rates and behavior identifies the public have received

Next, we firm our health process of confirm us of temporarily avoid much more of the virus

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Examples

Examples

- **Media Interviews Conducted:**
 - **WHPR TV + Radio**
 - **910 AM (Multiple Hosts)**
 - **WLAV – Grand Rapids**
 - **The Mildred Gaddis Show**
 - **iHeart Media**
 - **Wood TV**
 - **La Poderosa**
 - **American Black Journal w/ Steven Henderson (DPTV)**
 - **Spotlight w/ Chuck Stokes (WXYZ)**

Examples

Other Voices: Guest Editorial

Get tested for COVID-19: It's more than slowing the spread

By Michael Rafferty
CEO & President
New Detroit

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Public health experts and scientists have advised us on ways to prevent contracting and transmitting this disease and many of us have taken this advice.

We wash our hands longer and more frequently, we use gloves and other barriers when touching surfaces in public, we wipe down grocery items and delivery packages, and we disinfect doorknobs, light switches, and other routinely touched surfaces in our homes.

Many of us are healthy because we have taken

tested is more important now than ever.

We have seen infection rates increase as restrictions and behaviors loosen, which further validates the public health advice that we have received these past few months.

Next, we must get tested to confirm our health status, support the process of contact tracing, and to inform us of who we may need to temporarily avoid. Getting tested is about much more than slowing the spread of the virus. It is about saving lives.

Remaining Productive While Working From Home

Over the last three or four months, those who are used to working in an office have had to adjust to a new way of working away from their usual work place. If working from home isn't your usual mode of operation, it can make you feel disconnected, lead to a lack of structure and a drop in your productivity level given all the factors in the new equation. Here are some things to help you shift gears to working from home and staying productive while you do.

Environment

When you work in an office with others it gives you meaning, structure, and a sense of security and creates community. Given that, it's easy to feel disoriented and disconnected from that community and from all that comes with it.

If you don't already have one, create an office space that's equipped to serve you so your level of productivity isn't drastically impacted, although it's safe to say you may experience a drop in productivity given the current situation.

Being in bed with your laptop working all day is out of the question but sitting in a chair at a table if you don't have a desk is the way to go. Your dining room table or even the table or small desk in your kitchen can suffice. Check things to be sure it's as ergonomically friendly as possible so your body doesn't pay a costly price of working from your new space. Designating space supports your focus and productivity by curbing interruptions, both external and those you would cause yourself.

Routine

Routine is always important, but more important now if you're going to be able to work from home effectively. Your designated workspace

usually do, shower, and get dressed; keep to same routine as much as possible and start and end work at the same time daily. Have clear specific ways to start and end your day.

Work from home as you would work at the office, this means leaving things like laundry out of the mix. You wouldn't do it at the office so don't do it now. Have designated times for communicating with colleagues instead of randomly. It's a way of checking in and continuing to feel connected.

Communication

Communication is key, whether isolated or not, this is another place to set boundaries. Have clear expectations for daily communications whether email, calls or virtual meetings. This keeps lines of communication open and using tools like Zoom to stay connected can eliminate the "out of sight out of mind" feeling.

Wellness

Coping with the new physical

be difficult since the predictability and regularity of work routines are part of you. Mindset and physical activity are important, so get outside to walk, run, or bike. Create a routine for wellness also to keep from feeling so isolated. Be aware that since usual patterns of behavior are disrupted, other aspects of your life can be thrown into disorder.

A new work environment means change. Shifts in environment, boundaries and new routines make a big difference when it comes to coping with the current situation. Making these changes can have working from home be more productive than working in your usual space.

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A Letter to the Community About Covid-19

By Councilman: Andre Spivey

As you all are aware, we are in the midst of a public health crisis, known as the Coronavirus (Covid-19). The World Health Organization has declared the outbreak of Covid-19 to be a pandemic. People across the country and world are suffering from the effects of the virus and in extreme cases, some are dying.

Now is the time for all of us to do our part to stop the spread. There is still much to learn about this novel

virus, but Covid-19 appears to be an easily contractible virus, with some afflicted not even showing symptoms. We must be diligent in following the rules and warnings given to us by healthcare professionals. It is important that we stay indoors and resist the urge to leave, unless it is for essential items. If you must leave, it is important that you wear a mask and stay six feet away from the next person.

We need to rely on one another to stay safe and protect those at greatest risk and slow the spread of this disease. Social distancing and practicing good hygiene, such as washing your hands frequently, are tools that

have been shared non-stop. We must adhere to these rules to protect each other and ourselves. It is not only your life that is at stake and you are also not the only one suffering from the negative impact of this virus.

I know that these times are full of uncertainty. Our daily routines have been interrupted and for many of us, work, family and friendships have been placed on hold. These are difficult times, but we must remain strong and remember that we will get through this together. There are many ways to remain connected with your loved ones. We are in the era of technology and social media. You can reach out via phone

or text and interact with each other using the multitude of social networks available, like Facebook or Instagram.

I want to personally say thank you to all of our first responders, healthcare workers, grocery store employees and all other essential personnel who are putting their lives at risk every day. We see your hard-work and are indebted to you for your service.

I implore everyone to please stay indoors and please stay safe. It is important that everyone make smart decisions and consider how your decisions may affect others. We will pull through together.

Andre Spivey is a Detroit City Councilman who represents District 4



ANDRE SPIVEY