



MEDIA ADVISORY

Monday, March 29, 2021

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Here’s what Michigan’s 810,000 people who are Deaf, DeafBlind and Hard of Hearing – including more than 400,000 D/DB/HH residents in metro Detroit – need to know about getting COVID-19 vaccinations at Ford Field and at sites all around the state

35-year-old Black Deaf Detroiter getting vaccinated at 4 p.m. Monday at Ford Field will share his experience with news media about D/DB Michigander’s need for scheduling ASL interpreters and help dispel Covid-19 shots-in-arms fears among Black D/DB/HH residents

WHEN: 3:00 – 4:45 p.m. Monday, March 29, 2021

WHO: Teddy Dorsette III, a 35-year-old Black Deaf Detroiter who is the Communications Manager & Organizer for the nonprofit advocacy organization Detroit Disability Power, which is now working to obtain access to the COVID-19 vaccine for people with disabilities in metro Detroit and additional counties throughout Michigan. **He is available for one-on-one media interviews at 3 p.m. to share his customer experience from start to finish before getting vaccinated at 4 p.m. and will be available afterward for interviews as well.** Mr. Dorsette will have ASL interpreter Matthew Butler with him to provide quotes to media.

Protect Michigan Commission Director **Kerry Ebersole Singh**. Kerry is available for media interview requests via Zoom throughout Monday to provide information and advice on what the 810,000 Michiganders who are Deaf, DeafBlind and Hard of Hearing (D/DB/HH) need to know while scheduling COVID-19 vaccination appointments, including the importance of requesting ASL interpreters to meet them upon arrival at their appointment.

WHAT: Getting vaccinated for COVID-19 can pose serious challenges for the D/DB/HH community because of the mask requirement. Ford Field has ASL interpreters on-site via FEMA but many in the Deaf and DeafBlind population do not know

that when they schedule their appointment, they can ask for an ASL interpreter to join them upon arrival at the vaccination site.

And, obviously, not all of Michigan's 810,000 D/DB/HH residents can make it to Ford Field. For those folks in metro Detroit and statewide, the **Michigan Dept. of Civil Rights Division on Deaf/DeafBlind and Hard of Hearing** is encouraging this constituency to contact their local health system or county health department that can provide that service free of charge if they request it before the vaccination appointment. There also is a lot of mistrust about the vaccination itself among the Black D/DB/HH community that disability advocates are trying to overcome.

LOCATION: Please plan to meet for interviews with Mr. Dorsette and his interpreter at **Gate A - Brush & Adams streets.**

REMINDER: No indoor access to Ford Field per FEMA policy.

TIMING: **3:00 – 3:55 p.m.** – We can schedule 5- to 7-minute one-on-one interviews on camera as your news outlet requests on first-come, first-served basis.

4:00 – 4:20 p.m. – A Henry Ford Health System videographer will film b-roll from start to finish as Mr. Dorsette receives his vaccination. Media can have post-vaccination interviews with Mr. Dorsette as necessary after he exits the stadium while waiting for delivery of b-roll.

4:20 – 4:40 p.m. – We will copy b-roll files to USB-C thumb drives [FAT32 formatted; 1920 x 1080 .h264 mp4 files]

4:40 – 4:45 p.m. – We will deliver hard drives to reporters at Ford Field vaccination entrance at Brush and Adams.

NOTE: Please provide microphones with extenders, if possible, no earpieces for Mr. Dorsette's interpreter during interviews.