



COVID 19 Community Advertising Plan - #StopTheSpread

- Goal:** To reach people in neighborhoods where COVID-19 cases are increasing – and help stop the spread of COVID–19
- Tactics:** Blend of media targeted at hard-to-reach populations with public health messages about Coronavirus and COVID-19.
- Overview:** Bill 200258 was amended to include \$400,000 to increase messaging for the COVID-19 crisis. Funding to supplement existing outreach from the city, state and federal governments.

Plan Update as of May 25, 2020

1. SOCIAL MEDIA

Wallo267, GillieTheKid, others. Use social media influencers with large followings in African American community on Instagram, Twitter. Wallo267, Gilly, Daryl Shuler, others. Post videos urging social distancing, where to get information about COVID-19. Results to-date: Wallo267, Gilly, D. Shuler, others have created and posted messages on Instagram, other social channels. Over 300,000 impressions and views generated to date. Key target audiences reached. Expenditure: **\$10,000** through ODAAT.

Note: Media off this step in Philadelphia Inquirer.
<https://www.inquirer.com/opinion/saudia-shuler-darryl-wallo-council-darrell-clarke-coronavirus-philly-jenice-armstrong-20200423.html>

Sports Figures on Social Media. Use sports figures & personalities in videos, PSAs on key messages: Stay Home, Practice Social Distance, Wear Masks.

Budget: *Pro bono*

Results to-date: Sixers' stars Josh Richardson, Matisse Thybulle, Marc Jackson did videos for social. @Darrell_Clarke, @PHLCouncil promoted on social. Eagles' Rodney McLeod did a video. So did Temple Basketball Coach Aaron McKie. Average viewership: 20,000 views per sports figure -- over 80,000 views overall.

ALSO: Julius "Dr. J" Erving, did a selfie video on "Keep Your Social Distance." Working with Ceisler Media (*pro bono*), Council created a video with Dr. J, Council President Clarke & Sixers' Josh Richardson. All promoting the importance of keeping your social distance when you go outside. Video was widely viewed and picked up significant earned media attention (all contributing to more public viewing).

SECOND VIDEO: Council did a second video (with Ceisler firm assisting *pro bono*) with Councilman Isaiah Thomas and Temple Head Coach Aaron McKie. Same messages – Stay home + safe, stay off the basketball courts for now. Same result: Widespread views on social media, and earned media coverage that amplified the public viewing.

Expenditures to date on Sports figure videos: **\$0.**

2. RADIO

- Goals: PSAs with Council members, sports figures on radio networks targeting younger, minority audiences with messages around Stay at Home, Practice Social Distancing, Wear a Mask.
- Use not only radio, but also reach younger demographic via video & digital apps where young people listen to music. (E.g., TikTok, YouTube, etc.)
- Results to date: *#StopToSpread* campaign has contracted with multiple radio networks and is airing wide PSA campaign reaching younger audiences.
- PSAs *Stay at Home, Practice Social Distancing, MaskUpPhilly* and *Vote by Mail* are airing on iHeart Media, Radio-One, WURD, MEGA, La Kalle and Entercom.com.
- Campaigns are four-week campaigns running through end of May.
- 15 City Council members have recorded two to three PSAs and are on the air across these networks. In two languages (English and Spanish).

- Three Councilmembers recorded videos on social distancing on stations' digital platforms.
- The Phillies new shortstop, Didi Gregorius, is on WIP, MEGA and La Kalle with a radio PSA of #StopTheSpread's core messages.
- On air sports personalities and athletes on Entercom are broadcasting #StopTheSpread messages across WIP. Figures include Ike Reese, Angelo Cataldi, Glen Macnow, Al Morganti, Howard Eskin, Billy King, Jon Ritchie and others. Eagles players Brandon Graham, Jake Elliott, TJ Edwards read PSAs on air as well.
- All the radio networks are running web-based design images around #StopTheSpread (English and Spanish) created by Council's graphic designer.
- None of the sports players or personalities were paid anything for their work.

Expenditures to date on radio: \$170,500

3. OUTDOOR ADVERTISING

Billboards. GOAL: Outdoor advertising across city, focusing on communities of color, with messages *Stay at Home, Keep Social Distance, Wear a Mask.*

Results to date: 17 billboards up across city. 10 boards are digital, 7 vinyl. Five vivid images crafted by Council's graphic designer Khara Garcia.

Expenditures: \$4,550.

This campaign strategy also generated earned media by CBS3, WHYY 91 FM Radio, and Inquirer – again, amplifying the message widely seen by public.

4. POSTERS in TAKE-OUT STORES

After early pandemic reports of crowds at take-out food stores around the city, Council had bright, eye-catching posters created, with the help of the Managing Director's Office, that went up in take-out establishments around the city, urging people to get their food safely, and take it home immediately to enjoy it.

Expenditure: \$0.

5. WEEKLY and COMMUNITY NEWSPAPERS

Still widely read in neighborhoods across city – including targeted areas. The community newspapers campaign is placing one-week, half-page ads in these publications: Philadelphia Tribune, Northeast Times, South Phila. Review, Sunday Sun, SCOOP, Al Dia, The Star, Metro, Impacto, Roxborough Review, PGN (Gay News), Germantown Courier Express, Juniata Times, S.W. Phila. Globe Times, Westside Weekly, Chinese and Vietnamese language newspapers.

Expenditures-to-date: \$25,455.60.

Message: Council's #MaskUpPhilly graphic design image. Also have published editorial opinion piece in some of these papers by Council leaders on importance of public health strategies (social distancing, contact tracing, testing, adequate health care) before city re-opens.

6. MASKS

As COVID19 cases continued to rise, Council's #StopTheSpread campaign moved into procuring, obtaining cloth, reusable masks to distribute to Philadelphians. With support from individuals, corporations and others, Council (working with fiscal agent Urban Affairs Coalition) assembled and purchased over 40,000 masks. Some of the masks were donated and some were purchased. Council began public masks distribution Fri., May 8th in Brewerytown. This effort is ongoing and has reached South Philadelphia, North Philadelphia, Brewerytown, Wynnefield and now, PHA senior citizen residences as well.

Expenditures-to-date: \$13,500 (to Philacor for masks made at prison).

7. OTHER ISSUES

Administrative. Mary Ellen Milovsky is tracking every commitment, obligation and expenditure. Working closely with Communications.

Communications firms/media buyers. Campaign originally envisioned it may need to retain a media buyer to advise and place ads. Thanks to ongoing *pro bono* assistance from **Ceisler Media & Issue Advocacy**, that commitment has not been needed. Cost to campaign: \$0.

8. SUMMARY of CAMPAIGN TO DATE (through May 25)

#StopTheSpread through social media influencers, radio PSAs, sports figure videos, outdoor ads, and now *MaskUpPhilly* distributions, is promoting a citywide message. *Stay at Home, Keep your Social Distance, MaskUp!, #StoptheSpread*. It has engaged nearly every Member of Council in communications tactics across a variety of platforms. Generating widespread TV, radio and print coverage (all of which amplifies these public health messages).

Anecdotal, first-hand evidence from City Council members does suggest more people in harder-to-reach communities are wearing masks.

Budget expenditures or obligations to date: **\$223,917.00**

Funds remaining from original appropriation: **\$176,083**

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