



Tips for Working with the Press During COVID-19 Vaccine Distribution

Identify one or two individuals who can serve as the spokesperson(s) for your facility on getting the vaccine.

- Ensure they are well-spoken advocates for getting the vaccine.
 - Residents – Extremely satisfied with the care they've received.
 - Staff: Devoted caregivers, prefer frontline staff (nurses, CNAs, etc.) to leadership.

Use a photographer/videographer to capture multimedia from your vaccine clinics.

- Be sure each individual has signed a release from your company to use their image.
- Capture photos and video (if possible) of staff or resident being vaccinated.
- Provide interview clips of staff or residents. Ask them to repeat their quote in your press release or ask them questions such as:
 - How was getting the vaccine today?
 - How does it feel to be one of the first to get it?
 - Why is important to get the vaccine?
 - For staff: What does it mean to you in terms of protecting your residents?

Use the template media advisory and press release. Customize it to include:

- When the vaccine clinic is occurring.
- Specific details on whether reporters can attend, or how you'll be sharing materials if media is not allowed due to visitor restrictions.
- Names and roles of people being vaccinated.
- A quote from people being vaccinated.
- Facility name and boilerplate information.
- Multimedia (photos and videos) of clinic.

Use a newswire service to send your media advisory/press release to a large list of reporters (if possible).

Prepare for follow-up questions and answers, including:

- Talking points for any individual being vaccinated and speaking to reporters. (See AHCA/NCAL materials.)
- Timeline for vaccine to be available to all their staff and residents.
- Whether you have had any COVID cases/deaths during the pandemic.

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