



Commented [ZT1]: This logo is too vague [@Dixon](#)
[Jamaica D](#) could you help recreate and share the source document (vector) image with me?

Covid-19 and Durham Department of Public Health

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Fall 2021 Public Relations Cases and Campaigns

Campaign summary

The Durham Public Health Research campaign has been designed by Maroon Communication for Durham Public Health in support of the Bull City Strong program. The overall goal of our campaign is to address the lack of dedicated communication materials for the younger generation. We will be using TikTok to elevate this communication deficit specifically for minors between the ages of 12-17.

To solve this communication problem, Maroon Communications conducted primary research where we held in-depth interviews with 6 minors between the ages of 12-17, we gained insight into their knowledge and attitude on COVID-19 and their source of information surrounding the virus. We also found that TikTok is their most used social media application. It is proposed that Durham Public Health create an original TikTok account to generate content and use influencers to help generate more content and run TikTok ads.

During this campaign we are targeting a demographic that other organizations do not often target. Our team is within close age range of our target audience, making the content and strategies built more likely to be engaging and effective

The target demographic of this campaign are minors between the ages of 12-17. This age group is a unique target because it is easily overlooked when preparing campaigns. This campaign team understands the future advantages of involving minors in health communication by nurturing the minds of the future generation, encouraging them to be aware of their health needs and taking the appropriate actions for their health needs. An advantage this campaign has is its producers are close in age to the target demographic. This enables better understanding and relatability with this group to understand what is needed to influence the target audience.

A major advantage this campaign has produced is the use of authentic humor, music, black style, and creativity to engage minorities of the target audience. The campaign uses TikTok, which is one of the leading social media platforms for minors, to give health information and awareness in fun, youthful ways.

The campaign result will be measured using TikTok analytics. We anticipate having 1,000-3,000 views from each video. We also anticipate having 1,000-3,000 views per month.

The campaign budget is \$10,000 for a campaign period of one month.

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Campaign Background and Entity

The Durham County Department of Public Health is a government agency determined to prevent diseases, promote health, and protect the environment through their work within our community. In response to the pandemic, the DCoDPH has begun to lead initiatives that address the risk of contracting, being hospitalized, and potentially dying from COVID-19 among minority populations. The program goals align with the goals of Healthy People 2030 to improve health communication. The program focuses on providing the public with access to credible, accurate, and actionable health information and addresses various barriers of access to Durham County health services. This would help residents make knowledgeable decisions, promote good health, longevity, and quality of life. With an array of strategies, many have been built on the existing community-based partnerships and overall work. According to the 2020 US Census Bureau, Durham County is statistically the sixth most populated county in North Carolina, classifying it as an urban area. Over 80% of Durham County residents live within the city limits; other residents live in the surrounding rural areas. Demographics have shifted drastically as Non-Hispanic Black and Non-Hispanic white residents make up 36.5% and 51.9% of Durham's population. Hispanic and Latin residents make up an estimated 13.5% while Native Americans, Asians, and other ethnicities make up 11.6% (Bureau 2021). This is a factor in why the initiative has been launched. People of color, statistically, have a higher risk of contracting, being hospitalized, and dying from COVID-19. This is due to systemic racism in education, housing, healthcare, and employment.

This campaign is designed to reach minority youth. Youth make up the majority of the unvaccinated, causing the focus to shift on this demographic. According to the CDC, 66.7% of parents of unvaccinated children do not intend to vaccinate their children. Among the unvaccinated adolescents aged 13 to 17 years old, 51.7%, the participants reported that they

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would “most likely” receive the vaccine. 84.7% of the unvaccinated adolescents stated that their vaccination intent would increase if they felt more knowledgeable on the safety and efficiency of the vaccine (CDC 2021). Most of the youth population are fluent in English. This age group in general are heavily active on social media platforms.

Key Publics/Audiences

The key audience that is being targeted are minors between 12-17 to get them aware and interested in getting the COVID-19 vaccine. Direct communication from public health institutions but catered to the needs of youth is necessary for establishing an authoritative information source. Key influencers that would be necessary in addressing and solving the issue would be popular social media influencers that are well known to our age demographic, who have a significant influence on the way minors think. Family communication needs to be leveraged to get guardians more informed and comfortable enough to allow their children to receive the vaccine. Social media influence from peers who have already received the vaccine or from those who are taking the steps to getting the vaccine will be necessary in helping teens understand that the vaccine is safe, effective, and available to them. Key Public Audiences + Influencers:

- Minors aged 12-17
- Parents/Guardians
- Public Health Educators
- Peers
- Social Media Influencers

Key influences: Peer interaction, family interaction, educational interaction, social/media interaction

Organizational Goals and Communication Objectives

1. Increased awareness: The first goal in this campaign to bring awareness to the necessity of the COVID-19 vaccine, bring light to the false information that has been spread on social media platforms regarding the vaccine, and the overall severity of COVID-19.
2. Develop a better understanding of the social media information environment. False narratives regarding the COVID-19 vaccine are creating false understandings of the vaccine which is causing people to believe negative outcomes of receiving the vaccine as opposed to the positive realities of receiving the vaccine. The goal of this campaign is to increase the knowledge of minors on COVID-19 vaccine.
3. Influence Attitude: With youth being more aware and a better informed about the COVID-19 vaccine, the goals of this campaign are to change the attitudes and perceptions of minors who have received false information and have since gained a negative outlook on the COVID-19 vaccine through positive and factual representations of the realities of the vaccine on social media.

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4. Behavior: Get the COVID-19 vaccine: The overall behavioral goal of this campaign is to get minors, not only informed but interested in taking action to receive the vaccine not only for their own health but also for the health and well-being of those around them. This campaign wants to stimulate constructive discussion among minors about the health-related issues that they may face.

Statement of problem

As noted before, many individuals, specifically minors are not taking the Covid-19 vaccination shot. Family communication about the COVID-19 vaccine significantly predicted vaccine intention among young adults. A lack of awareness was also seen as an issue when parents and minors are introduced the COVID-19 vaccine. Most parents and adolescents (from all four medical practices) were unaware that certain vaccines were recommended specifically for adolescents according to BMC Public Health. The overflow of abundant unverified information (aka. Infodemic, WHO, 2020) during Covid-19 also contributes to vaccine hesitation. In the long run, negative views of the vaccination that has developed during the COVID-19 pandemic could persist and even spill over to vaccination in general creating cultural beliefs and actions causes individuals to be opposed to taking the vaccine.

Overall, there has been very few communications effort about COVID vaccine targeting this age group, this is mainly because targeting parents is seen as a quick and direct approach to influence the vaccination behavior. This, however, overlooked the role adolescents could play in family communication. As the prolonged pandemic continues to evolve, the directly communicating with adolescents become necessary to address the long term issues and to promotes family communication on the issue of vaccination.

Strategic Approach

We plan to address this communication challenge by using social media to engage the younger generation (ages 12-17) by educating them about the vaccine to increase health literacy. We will use primary research to determine the specific social media platform, key messages and campaign style that is tailored to the audience. We chose to use TikTok to create engaging content to further explain it's importance of getting the vaccine. Using our primary research answers, we learned TikTok is the most engaging social media platform for our targeted audience. We will also use micro influencers as the face of some of the content. By doing all of this we aim to reach our age demographic to educate them and ultimately change their behaviors. In order to track our progress, we will look at the overall views and engagement of influencer content, and the success rates of the ads.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
We have a lot of partners in the community	No official account in operation, so	Engagement with other agencies	Tiktok influencers may mis

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to help spread the word • The vaccine is free to anyone • We are using a unique perception • We can reach a larger group of people because social media allows people from anywhere in the world to view different contexts, • Young African American adults are utilizing TikTok	the campaign would need to build from scratch. • Lack of experience working with youth demographic on health literacy campaign • Communication and health literacy gap, the target demographic is not reached by traditional outreach, medical jargons may be hard to comprehend.	• Identifying health problems across the world • Many TikTok influencers also have active accounts in other social media forms. Multi-platform influence can be a bonus of the campaign. • Other organizations could also initiate campaigns of similar missions during that time, creating opportunities for interaction.	represent the message • TikTok influencers not cooperating • TikTok influencers credibility is unpredictable because they are not health experts. • If TikTok is having technical issues, information will not be received • Youth do not grasp the concept; thoroughly worded
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All information from

<https://www.dcopublichealth.org/home/showpublisheddocument/35452/637642751171270000>

Based on the SWOT analysis, NC Public Health System uses TikTok to educate millennials on the importance of covid-19 and what steps to keep themselves protected. The organization chose to target millennials through Tiktok because children should know the importance of the covid vaccine. The organization identifies health problems from across the world to further satisfy their clients, while also engaging with other agencies to share information to help bring a solution. Receiving a 2-million-dollar grant, the organization plans to find better service for their people (Durham County, 2021). Consequently, the weakness of this organization is there could be budget limitations for marketing strategies and failure to get the message across to the children to better educate their parents. To make sure each organization received accurate results, they worked side by side to construct questions. (Durham County, 2021)

To leverage the strength and opportunities, we would use humor and music in our campaign to better connect with the youth. Using TikTok influencers to promote our campaign allows us to reach a broader audience and connect with the youth. Also, using TikTok helps us stay in touch with other campaigns and projects that are happening. We now get to be apart of the

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conversation by sharing real world information to a platform of people who are there for comedy.

To mitigate the weakness and threats, we will use jargon free language to be straightforward and bias free. When working with influencers, we will work closely with making sure their script has no jargon or persuasive language. Lastly, we understand that TikTok is technology based and the internet does periodically shut down. To make sure everyone can still go back review all information, users and their parents can review the links attached to our campaign and review the CDC.

Primary Research *By conducting a semi-structured, in-depth interview with 6 minors between the ages of 12-17, we gained insight about their knowledge and attitude on COVID-19 and their source of information in regards with the virus between them and the virus. The minors were in both the suburbs of North Carolina and urban areas of Maryland Virginia. The research conducted was heavily centered around the climate of minors receiving the vaccine, and how the children and their families feel about the existence of Covid-19. Our findings on media usage, word of mouth, and how their relations affect their media literacy, have shown commonalities in a few areas.*

The Virus

- Research shows that minors understand the severity of the virus and its effects on individuals that have gotten affected by it. The information that has been instilled within the minors' thoughts is covid has killed many individuals.

The vaccine

- Minors understand the vaccine can produce benefits with one's susceptibility to the virus and the severity of the symptoms it causes. Yet there is an understanding that the vaccine is dangerous and has side effects as well. Minors have developed an underlying fear of dying or being physically affected after receiving the vaccine. Majority of the minors have not been vaccinated because of the fear of having negative side effects or death. The parents of the minors also fear their children will have negative side effects more than they fear their child being exposed to Covid.

Communication

- There is little communication regarding the virus and the vaccine within a household or between friends. Within a family household, minors overhear conversations and opinions among the parents and adults rather than having active interaction with the minors. When conversations of health-related subjects take place, they are about health issues a family member or friend already has rather than the prevention of negative health issues.

Social Media and Others

Tik Tok is the most used form of media minors consume according to our research. Rather than using social media as a platform to gain essential information, minors use it to pass the time and

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indulge in things that entertain their interest. When trying to remember informative information, minors remember the ad and commercials with music, humor, and dancing.

Since the primary research identified TikTok as the primary social media platform that our target audience are using and this is a new platform where there are few existing best practice guidelines of public health campaign. We conducted secondary research on how to build a successful TikTok campaign as well as a reasonable target for the campaign.

- Collaborate with brands and other influencers.
- When collaborating, brands and influencers will post your content on their pages which allows a bigger audience to see your information and gain interest in it.
- Post often with high quality content. At least once a day
- Identify the latest trends and add them to your content
- When identifying trends by searching hashtags and viewing popular posts, you can use and imitate this content allowing the likelihood of your posts to be present in the “For You” page to increase.
- Network with other TikToker
- Building a relationship with other TikTok users involved in similar niches allows you to grow a community as well as connecting with other communities.
- Participating in Challenges
- Use the right Hashtags
- Hashtags are the main source of how the TikTok algorithm selects videos to be shown to other users. Using relevant or frequently used hashtags increases the chances of engagement.
- Track and evaluate your analytics and post accordingly

Aim to get 1,000-3,000 views per video to have mid success

Videos should be 9-15 secs long

No longer than 30 secs

Annexes: Research record (questionnaire) and findings (graphs, tables etc.)

Strategies and Messages

During our primary research, we conducted interviews with various young people ranging from the ages of 12-17 years old where we found that TikTok is one of their most used applications for their entertainment needs. From this research we propose that Durham Public Health create an account and curate content on TikTok to address the communication deficit between Durham Public Health and the public, and to address and spread accurate information about Covid-19 and the vaccine to further increase health literacy. We will also use micro influencers as the face of some of the content. By doing all of this we aim to reach our age demographic to educate them and change their behaviors. To track our progress, we will look at the overall views and

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Develop a positive attitude.

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engagement of influencer content, the Durham Public Health TikTok content and, the success rates of the ads.

Action Strategy 1: Building original TikTok Account

Building an original TikTok account will be beneficial to create traction to the organization and our key message. In our research we have found that preteens/teenagers ages 10-19 are the most frequent users of the app, making it very influential.

Using TikTok as opposed to other social media applications gives us more leverage to directly influence our target audience

Posting consistently is also important to keep the traction we built for future campaigns and popularity for the organization. By doing this not only will we have attention, but we will have the opportunity to maintain and keep a consistent audience. This method will also contribute to the communication deficiency we are trying to address within this campaign. These communications can be broken down into family communication, educational communication, peer communication, and mediated communication.

Educational Communication- By building original and using influencer's content, we will be able to spread information to educate our audience

Family & Peer Communication- As teenagers begin to consume the content and learn more about Covid-19 and the vaccine, more conversations will begin amongst peers and different family members that will educate each other and spark interests.

Mediate Communication- As our audience begins to receive this information through technology, they may be prone to look further into the subject to educate themselves.

TikTok allows you to keep up and identify the latest trends so that you can incorporate these into your account and be able to use them for your own advantages. This also incorporates TikTok's set up of the "For You" page. The "For You" page consists of algorithm generated content that is based on the users' followers, likes, and viewed trends. The "For You" page also generates ads paid for by companies that automatically populate on the user's feed.

By identifying trends by searching hashtags and viewing popular posts, you can use and imitate this content allowing the likelihood of your posts to be present in the For You page to increase. Making our generated content more popular.

Action Strategy 2: Working with TikTok influencers

Collaboration with popular TikTok influencers will help us connect with our target audience

When collaborating, brands and influencers will post your content on their pages which allows a bigger audience to see your information and gain interest in it.

Collaboration is important to contribute to the authenticity of the organization and the message to tie in people who are recognizable.

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Collaboration will also allow for more network channels to be open and even more audience engagement

Paying influencers and brands to generate content will help us save money as TikTok ads are costly and will help us to get to more of a broader audience.

Key Message 1

- Social media is for fun and games, Covid-19 is heartache and pain.

Secondary Message 1

- Social media has made Covid-19 a joking matter, the virus is still profoundly serious and has no age restriction on who can encounter the virus. Although many people have several reasons for why do not want the vaccine, it is here to help keep you and your loved ones safe.
- Many people are deciding to not get the covid vaccine because of the many faux allegations of what the vaccine will do to you. If you are not doing actual research from hospice documents and credible sources, the information you are reading on social media sites could be skewing your thoughts. Choosing to get the vaccine could protect your life and the others around you.

Which action strategy will it work with?

Using a minor who fits the description of the type of audience that we are trying to reach will assist in creating authenticity. It will be easier for minors to feel that the vaccine is something that it is attainable for them which will assist in pushing them to want to learn more information about the vaccine.

Tactics

I created a video of an income FaceTime call of a young man that is getting his vaccine. I want to use a teenage boy that is around the age of 12-13 since the FDA just allowed kids under the age of five to get vaccinated. I feel like the teenager should be African American.

Budget

The cost associated with creating this video would be minimal if any.

Location is not a factor as it can take place anywhere.

The minor involved in creating the video would be contracted for a small fee not exceeding \$100.

The video production costs associated with the video would not exceed \$100.

Overall Video Cost: >\$200

Key Message 2....

- It's my life, and I want it now!

Secondary Message 2

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- “It’s my life, and I want it now!” is a call to action within households. Within families, everyone feels different about getting the vaccine because there is a lot of misinformation on the internet. You are constantly in contact with people everyday and bringing those germs back home. To get vaccinated is to better protect yourself and your loved ones around you.

Which action strategy will it work with

- Using TikTok influencers would work best for this key message because this message focuses on the emotion elements of vaccination not the scientific side of it. Influencers brings the benefit of authenticity and can easily resonate with the audience. If you love TikTok and enjoy the famous TikTokers videos, you should get vaccinated to protect yourself, others around you, and this influencer in case you ever meet them in real life.
- Tactics: I created a TikTok video of an African American women that is happy and doing a light dance. The setting of the video should be outdoor a nice summer day/ fall. I want the positive mood of the women show that vaccine bring happiness to life. The text should be “It’s my life, and I want it now”. With the hashtags of “#Covid-19, #Vaccine, #happines “I think the women should be a TikTok influencer teenage. The key message will be to promote the vaccine.
- Evaluation- We anticipate having no more than 1-3,000 partial views from this post. We recommend using Tiktok analytics to measure the performance of the video. By using the Tiktok Analytics we can look at the play time, average watch time, and reached audience.
- Some sample visuals are attached as examples.

Budget Plan

- Video making = \$ 200
- I believe we should have Demetria Graves from Asheville NC, her brand is very sunshine and natural. It feels like she would not have a problem with selling covid-19 vacant. The cost for her to make this video is \$100.00
- This location can be set anywhere however it should be set outside in the sun = free
- (It took 3 hours to produce this idea)
- Total \$300

Key message 3...

- Proof of vaccination helps any situation!

Secondary message 3

- Wearing a mask is not enough to keep you safe during this pandemic. When you remove your mask for eating, drinking, and in private occasions, you are not protected. For

example, gatherings such as family reunions, parties, work and school environments are safest if you are vaccinated.

- According to White House gov, the Biden Administration has granted \$130 billion to the American Rescue Plan (ARP) to help school reopen, accelerate student academic growth, address inequities exacerbated by the pandemic, allow local school districts to implement CDC-recommended COVID-19 prevention strategies, and support student and educators' social, emotional, and mental health needs. <https://www.whitehouse.gov/covidplan/> If you are vaccinated, you can attend more places and participate in more gathering with other people because you have done what you could to protect yourself. Having your proof of vaccination proves to everyone around you that not only do you care about yourself, but you care about others.

Which action plan will it work with

- This action requires an original tiktok because you have the control to make the video formal or informal, informative or non-informative. With an original tiktok, you can` fully discuss the impact of covid-19 and the impact of the covid vaccine.

Tactics

Description

- I am creating a short skit to illustrate the inconvenience of not being vaccinated in school social setting. This will appeal to the youth using humor, fear appeal (fear of missing out), and social norms.

Setting

- The skit will take place inside of a high school cafeteria.
- A little background noise to emphasize we are in a cafeteria.

Actors

- Five high school students.
- Two students will converse with each other.
- The other three students are there for supporting characters to better understand the skit.

Plot

- Students are sitting at a table while another student walks up.
- Actor 1 tells actor 2 they cannot sit at the table with the other students because Actor 1 is not vaccinated.

Script

- *everyone is sitting at a lunch table*

Person 1: *walks up to table 1* Hey, can I eat lunch with you guys?

Person 2: *looking up* Sure, but if you aren't vaccinated, you must keep your mask on?

Commented [ZT25]: @Smith, Nasjai C Please complete the description. I am going to create a short-form video (skit) to illustrate the inconvenience of not being vaccinated in school social setting. This will appeal to the youth using humor, fear appeal (fear of missing out) and social norms.

Person 1: Okayyy *starts eating through the mask*

everyone starts looking at the person with the mask on eating

Person 2: Sorry, you can't sit with us. And on Wednesdays, we carry our covid vaccine card.

Person 1: *walks to sit alone at the other table*

background fades

Narrator: It doesn't have to be this way, get vaccinated today.

Consent Message to parents

"Greetings parents,

I am Nasjai Smith, a senior mass communications student at North Carolina Central University. I am currently in a Cases and Campaigns course, which my classmates and I have started our campaign on improving the awareness of COVID-19 vaccination on TikTok. Through this campaign, my classmates and I will be using TikTok because most millennials are using this app and it is a better way to connect with the youth.

Students have been hand-picked by their principal to participate in a 15-30 second skit that will take place in their cafeteria. The students will do a skit based on the movie "Mean Girls" and visually show how being vaccinated allows you to engage more with others.

ALL parents are allowed to sit in on set of the skit, but it is not required.

Sincerely,

Nasjai Smith"

Below is the recruitment material

"Greeting Principal,

I am Nasjai Smith, a senior mass communications student at North Carolina Central University. I am currently in a Cases and Campaigns course, which my classmates and I have started our campaign. The campaign promotes the benefits of getting the COVID-19 vaccination and making the youth more knowledgeable about the vaccine. Through this campaign, my classmates and I will be using TikTok because most millennials are using this app and it is a better way to connect with the youth.

For my part of the campaign, I chose the slogan, "Proof of vaccination helps any situation!" The slogan was created because being vaccinated allows you to attend more events and interact with other people face-to-face. With proof that you are vaccinated, you can do more.

To bring this campaign vision to life, I will be doing a 15-30 second skit inspired by the movie “Mean Girls.” In this movie, the line “you can’t sit with us” is very popular and it goes perfectly with my campaign.

For my campaign, I would like to use five of your students to be in the skit. I chose five students because two students will be conversing amongst each other, while the other three students will be extra sitting at the lunch table.

Also, this campaign requires high school scenery because it targets the youth. Is there any way the students and I can shoot the skit in your high school’s cafeteria to make the story more relatable to other students?

Thank you so much for your time and I look forward to hearing from you!

Sincerely,

Nasjai Smith”

Budget Plan

Actor 1: \$40/hr

Actor 2: \$40/hr

Actor 3: \$20/hr

Actor 4: \$20/hr

Actor 5: \$20/hr

Camera Man: \$100/hr

Total: **\$240**

Key message 4...

- COVID! Go Away!

Secondary message 4

- The availability of vaccinations and simply informing the audience on the symptoms of COVID. These symptoms are like a common cold and the flu. This is also to push the importance of health literacy and having these informative conversations. Which is why the song is structured in a way of it being a conversation.

Action plan:

- Request a nano or micro influencer to launch the campaign, preferably someone who is prominent in the musical side of Tik Tok and other social media platforms. Preferably, a Tik Tok dance and song creator is needed for this plan, one with a person being able to record the parody, star in the short video, and create a beginner level dance and song routine. The video will be entertaining, yet informative.

Tactics and Implementation Timeline**Vaccine Christmas Jingle lyrics (Rudolph/Santa Clause is coming to town medley)**

- You know Covid, mask and sadness and lockdowns. Lost families and comfort, no jobs and breakdowns.
- But have you all heard, there's a simple way to return.
- Covid get out of my town x3
- It helps you when you're sleeping, protects you when you're awake, No matter if you're bad or good. So sign up for goodness sake.

Influencer Contact- Send an email to each micro TikTok influencer asking them to both promote and sing the video's content.

Email: Hello there, this is Brandon Bullock. I am contacting you regarding a class campaign project I am working on. The campaign plans to help bring awareness to the Covid vaccination accessibility for minors. Would you like to help promote this campaign by singing and promoting a video? If so, we would appreciate your time and would like to discuss in more detail what you would be doing, as well as the cost for your time. Thank you.

Budget Plan:

-Production Cost- \$250 - \$500

-Influencer Cost- \$1,500 - \$3,000

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1. Pushing out original content through official account and shared partner accounts.
2. Promote the content with social media influencers.
3. TikTok ads (if applicable).

Detailing the theme, frequency and persuasion strategy in the posting.

-Promotion Cost- \$1,500 – \$3,000

Evaluation: Through this campaign we plan to have an increase in positive social media engagement. We should see an increased number of 2,000 views on this partnership post as well as likes and reshares. We should see a 5 percent increase in likes and comments. Comments should show positive feedback and signs of inquiries. We will evaluate these results by using the built in TikTok posts analysis page, showing us the fluctuation of views, comments, and likes.

COVID Have Mercy!

Why I keep coughing like I do? (cough)

Why I keep aching like I do? (ache)

Why am I nauseous like I do? (Sauce)

I can't smell like I used to? (t)

Could have gotten the vaccine

I mean come on its free

Between you and me

I can teach you a couple things (like...)

How to get it?

Where to get it?

There so much where should I begin

It is effective

NOT defective

Just stay educated on all this

Temporary yet necessary, I mean come on they are just... (side effects)

You can't get this vaccine out of your mind!

Budget Plan: (Consulting with peer)

- Studio Cost:
 - Booking: \$50/ hr.
 - Mix and Mastering: \$150
- Production:
 - Lights:
 - Cameras:

- Set up and Breakdown crew:
- Camera man: \$30/hr. (**Cheaper Alternative: NCCU Mass Communications Student**)
- Editors:
- Artist/Influencer:
- Extras: \$20/hr.
- Locations:
 - Car: Free
 - House: Free
 - Hospital (outdoor)
 - Duke Regional

Evaluation: Through the use of the popularity of the song and following of the nano or micro influencer, we intend to reach a minimum of 3,000 views. There is an expected positive shift towards the vaccination. We will evaluate the success of the parody through the feedback

presented in the comments, shares, and use of the original sound.

Maroon Communications		INVOICE # 1	
Bill To:		Date:	Nov 29, 2021
Durham Department of Public Health		Balance Due:	\$10,000.00

Item	Quantity	Rate	Amount
Primary Research - 13hours	1	\$975.00	\$975.00
Strategy -15 hours	1	\$1,225.00	\$1,225.00
Content Creation -18 hours	1	\$1,350.00	\$1,350.00
Evaluation -8 hours	1	\$600.00	\$600.00
Account Management -3 hours	1	\$150.00	\$150.00
Travel	1	\$355.00	\$355.00
Misc	1	\$355.00	\$355.00
"Proof of Vaccination helps any situation" skit	1	\$240.00	\$240.00
"It's My Life and I Want it Now" skit	1	\$300.00	\$300.00
"Covid Have Mercy" song and production	1	\$2,225.00	\$2,225.00
"Covid Christmas" song and production	1	\$2,225.00	\$2,225.00

Subtotal:	\$10,000.00
Tax (0%):	\$0.00
Total:	\$10,000.00

References

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Reference:

[Poll shows faith a factor in vaccine acceptance \(catholicregister.org\)](#)

[Understanding attitudes toward adolescent vaccination and the decision-making dynamic among adolescents, parents and providers \(cdc.gov\)](#)

<https://link.springer.com/article/10.1007/s40615-021-01094-5>

