



New Media Guidance for the Joint Vaccination Site at the Oakland Coliseum

For Circulation to Media: April 13, 2021

Thank you very much to all of our media partners. Each of you is providing valuable information to constituents across the East Bay and beyond as we attempt to vaccinate all our residents. We ask that you please continue to direct residents to <https://myturn.ca.gov/> to register.

Given ongoing COVID-19 and other emergency response needs, Alameda County, Contra Costa County and CalOES have limited staff capacity. We are unable to provide full-time onsite media liaisons and are sending this note to provide additional guidance on how to streamline our work with media partners. Our goal is continued partnership and transparency.

As you consider coverage of the vaccine distribution in the East Bay, we would point you to these important background facts:

- Equity has been a top priority at every step of the vaccine distribution process. Communities that have been hardest hit by COVID-19 will continue to be prioritized through mobile clinics.
- Alameda County and Contra Costa County have distributed nearly 2 million doses in less than 5 months.
- This is only one of many sites throughout the counties. While mass vaccine sites are an important element to quick and efficient distribution, locations in neighborhoods and communities hardest hit by the pandemic also ensure that distribution is fair and equitable.
- Older adults and those living in residential care facilities are most at risk of severe illness and by far the group experiencing the highest incidence of death from COVID. These resources will allow us to continue our mobile outreach to elderly facilities and affordable housing communities.

Here are 5 guidelines we request you follow:

- Alameda County, Contra Costa County, and Cal OES each have **one intake email (see below)** that ensures media inquiries are addressed. Please use these as your first and

best line of communication. Direct texts to physicians, on-site staff, and our leadership cannot be assured of response and are highly discouraged.

- **Please notify us in advance** if you would like to come on-site at the Coliseum. Without prior approval, you may not be able to be on the premises and can film/record/report from the public pedestrian bridge while respecting individual privacy.
- If you are in need of video, **Cal OES has provided b-roll for unlimited use** available here:
 - Oakland Coliseum site b-roll and SOT
<https://www.dropbox.com/s/4e6zmk6ih2kdh6o/Oakland%20RingCentral%20Coliseum-Arena%20Vaccination%20Site%20B-Roll%2001.mp4?dl=0>
 - B-roll with interviews of staff and customers on-site
https://www.dropbox.com/s/nixqhnjbg8kzi1q/OAKLAND%20VACCINE%20SITE%2002-22-2021_1.mp4?dl=0
- When warranted, the three coordinating agencies **will provide hours when PIOs will be available on-site**. During these hours, media are welcome on the premises. All media will enter and exit through Gate 8 and will be subject to a health screening and temperature scan upon entering the property.
- We request that you **refrain from interviewing clients on-site**. Clients are free to decide to speak with you, but for safety reasons, we request you do so off-premises or on the public pedestrian bridge to BART.

Here's how you can reach us:

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