



**Burleigh-Morton COVID-19 Task Force**  
**Public Education & Awareness**  
**MEETING AGENDA**  
**Tuesday, September 1, 2020**  
**2:00 PM via Teams**

**I. Meeting Welcome**

**II. Action Items / Meeting Item Wraps from Previous Week**

- Task Force Meeting (Kalen Ost)
  - Spanish/LOE translation
- Steering Committee Meeting (Kalen Ost)
  - Approval process for creatives
- Healthcare/Testing Strategy/Contact Tracing (Kalen Ost)
  - Testing event paper handout follow up.
- Education Institutions & Activities (Renae Walker)
- Underserved Populations (Renae Moch)
- Business Community (Maxine Herr)

**III. Agency MABU Action Items**

- Review paid media plan, including media mix and timeline for rollout of campaign
- Discuss creative production process including securing PEA input/approval on social media graphics
  - Talent – 3 key people for television personas (acting experience preferred), 2-3 additional for social media to ensure that we have a mix of demographics and diversity.
- Social Media
  - Discuss paid Facebook ads. Which account will they originate from – Bismarck-Burleigh Public Health or City of Bismarck? MABU needs access to the account to manage the paid advertising.
  - Social media ads will begin with graphics and will evolve to include photos and video.
  - #COVIDStopsWithMe will be used on graphics.  
#MaskupND can be used in the social media posts to support that campaign effort.
  - Social media ads will have a call to action to learn more.
- Discuss campaign website strategy.
- Discuss key messages and calls to action, including dual messages on vaccinations.
- Discuss development and distribution of campaign toolkit and digital assets.

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- Discuss involvement with other subcommittees, namely the Business Community and Underserved Populations.

**IV. For the Good of the Order**

**V. Next Meeting Time/Date**

- September 8, 2020 @ 2 p.m. via Teams?

**VI. Adjourn**