

PRAD 374 – Final Project Template

Product or Announcement:

- Johnson & Johnson COVID-19 Vaccine Approved by FDA for Emergency Use

Media Strategy Memo

As the COVID-19 Pandemic is the prominent catastrophe in this given moment, the public and government are looking to the best medicinal producers and developers to quickly release a vaccine. As Pfizer and Moderna have been introduced to the general public, it was important for Johnson & Johnson to quickly finish their clinical trials to join the fight against COVID-19.

As the Public Relations professional for Johnson & Johnson this announcement would be made on a global level, meaning the most recognizable news outlets would have to be the initial platforms to get the word out about the Johnson & Johnson vaccine being approved. Aside from larger news mainstream news outlets, I would pitch this to reporters for more Health and Public Health platforms. This way, not only would the general public be reached, but the Public Health Platforms would allow educated reporters give more details and information than that being released by the company.

Recommended Media Targets

Outlet / Publication	Reporter name	Title	Contact info	Rationale/Story angle
CNN	Dakin Andone	Associate Writer	dakin.andone@cnn.com	Andone has written many and different angles during the COVID-19 pandemic and how it impacts the general public.
CNBC	Berkley Lovelace Jr.	Health Care Reporter	Berkeley.lovelacejr@nbcuni.com	Lovelace works on a big enough news platform that the article would reach much of the public and is a health care reporter so he would have better knowledge on the angle J&J would be looking for.

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The Wall Street Journal	Jonathan Rockoff	Health and Medicine Editor	Jonathan.Rockoff@wsj.com	Health and Medicine editor, which can contribute to the overall validity of the story being picked up, as well as WSJ appealing to investors in such a public company such as J&J.
MedAd News Magazine/PharmaLive	Andrew Humphreys	Director of Content	Andrew.humphreys@medadnews.com	More of a trade reporter, that people would flock to for more information than just mainstream news.
ABC News	Becky Perlow	Producer	becky.perlow@abc.com	ABC News would break the news the quickest and is the more neutral of news platforms regarding COVID-19.

Email Media Pitch

Subj: **Wait time and line for COVID-19 Vaccines just got shorter with Johnson & Johnson one-dose shot.**

Johnson & Johnson has stood with the public throughout the COVID-19 outbreak, from increasing manufacturing of household good and cleaning products, to providing PPE for our frontline workers. As Johnson & Johnson navigates through the pandemic with the public, we understood it would our duty and commitment to get Janssen Pharmaceutical Companies of Johnson & Johnson on the road to developing another COVID-19 Vaccine.

As early as March 2020, the researchers and scientists of Janssen Pharmaceutical Companies of Johnson & Johnson started a lead investigation into the development of a vaccine. As the researchers of Janssen Pharmaceutical Companies enter Phase 3 ENSEMBLE of the development of the vaccine, it was announced that the company would be approved by the Federal Drug Administration (FDA) for Emergency Use Authorization (EUA).

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What makes the Johnson & Johnson COVID-19 vaccine different from those already being administered, is that it is a one-dose shot. Unlike the other vaccines that require patients to return for a second dose, the single-dose shot will make administering the shots quicker and faster to the public.

The vaccine will start production in partnership with Merck, and Johnson & Johnson promises that 100 million single-dose vaccines will be delivered to the U.S. by the end of the first half of 2021.

Some fast facts about the approval of the Johnson & Johnson COVID-19 vaccine:

- The vaccine is a single dose vaccine and will be administered in only one visit.
- Johnson & Johnson promises delivery of 100 million doses to the U.S. by June 2021.
- The vaccine was found to be 85% effective in preventing illness or hospitalization related to COVID-19 28 days after vaccination.

If you have any questions or would like to hear more about Johnson & Johnson's efforts to slow the spread of COVID-19 and manufacturing of a historical vaccination, please feel free to contact me through email at gigiscibetta@gmail.com or call me at 702-283-1351.

Best,
Gianna Scibetta
PR Associate
Johnson & Johnson

Visual Recommendation:



Spokesperson:

- Primary Spokesperson: Alex Gorsky, Chief Operating Officer, Johnson & Johnson
 - o Gorsky has been in touch with all media outlets during the research and trials of the J&J vaccine and has always given information when needed.
- Secondary Spokesperson: Paul Stoffels, M.D., Vice Chairman of the Executive Committee and Chief Scientific Officer, Johnson & Johnson
 - o Works with the Scientific Branch and development of the vaccine and would be able to answer more questions surrounding those topics.

Social Media Recommendation: (draft copy for posts – mock them up if you'd like)





Briefing Document Template (Develop for only one reporter)



Berkeley Lovelace Jr.

Health Care Reporter

CNBC

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About Berkeley Lovelace Jr.

Berkeley Lovelace Jr. is a health-care reporter for CNBC.com, mainly covering pharmaceuticals and the Food and Drug Administration. He's also the host of "Healthy Returns," a weekly health-care newsletter. Twitter @BerkeleyJr.

He began working for CNBC in 2016 as a fellow before becoming a news associate and later a staff reporter. He holds a BA in Journalism from the University of Missouri.

About CNBC

CNBC is an American basic cable, internet and satellite business news television channel that is owned by NBCUniversal News Group, a division of NBCUniversal, owned by Comcast. Headquartered in Englewood Cliffs, New Jersey, the network primarily carries business day coverage of U.S. and international financial markets; following the end of the business day and on non-trading days, CNBC primarily carries financial and business-themed documentaries and reality shows.

Interview Overview

With the recent announcement that Johnson & Johnson has been approved by the Federal Drug Administration (FDA) for Emergency Use Authorization (EAU), it is necessary for the public to understand the science and development behind the Johnson & Johnson vaccine. The facts and truths about the various trials that went on in development of the Janssen Pharmaceutical Companies of Johnson & Johnson vaccine. As well as the understanding of the timeline for the release and distribution for the vaccine to the public.

- **Johnson & Johnson believes in "Our Credo" which means that: Our Credo challenges us to put the needs and well-being of the people we serve first.**
- **With our global reach comes a responsibility and unique ability to leverage our deep scientific expertise and extensive partnerships to take on this challenge. Our more than 130,000 employees around the world mobilized with urgency to address the critical needs of families, communities and healthcare providers around the world.**
- **Johnson & Johnson is committed to making its COVID-19 vaccine available on a not-for-profit basis for emergency pandemic use. The Company has begun shipping its COVID-19 vaccine and expects to deliver enough single-shot vaccines by the end of March to enable the full vaccination of more than 20 million people in the U.S.**

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- 5 questions the reporter would ask, with drafted responses
 - **How many doses do you plan to distribute of the J&J vaccine?**
 - Four million single-shot doses are in the plans for distribution of the vaccine after manufacturing.
 - **How effective is the shot in fighting COVID-19?**
 - Based on recent trials and research, the vaccine is 72% effective in the United States.
 - **How did you get approved by the FDA for Emergency Use Authorization?**
 - The FDA will approve a vaccine if it has been shown to at least be 50% effective during clinical trials.
 - **Are there any restrictions on your approval?**
 - As of right now, the J&J vaccine is only approved for those that are 18 years or older. For full approval, there must be more research done on younger patients.
 - **What does this approval mean for the fight against COVID-19?**
 - At Johnson & Johnson, and the entire world, wants to get as many vaccinations out to the public in order to slow the spread of the virus as well as make it safer to go back to normal daily routines before the pandemic.

Interview Logistics

- *Date/time:* 03/6/2021 at 9:00 AM CST
- *Interview format:* Zoom briefing
- *Location:* Zoom
- *Participants:*
 - Berkeley Lovelace Jr.
 - Paul Stoffels, M.D.
 - Gianna Scibetta

Recent articles

- [Biden Covid team holds briefing as more states lift pandemic restrictions](#), March 5, 2021
- [Biden Covid team holds briefing after White House moves up vaccine supply timeline](#), March 3, 2021
- [Biden says Merck will help make Johnson & Johnson's Covid vaccine](#), March 2, 2021
- [Novavax expects FDA clearance for Covid vaccine as early as May, CEO says](#), March 1, 2020
- [FDA panel unanimously recommends third Covid vaccine as J&J wins key vote in path to emergency use](#), February 26, 2021

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