

CPR

Photo by Ono Kosuki from Pixels

25-05

COVID

remembrance day

THE PAST YEAR HAS SEEN A **CATAclysmic EVENT** THAT HAS SHAKEN THE WORLD AND TRAGICALLY OVER 2,000,000 PEOPLE HAVE LOST THEIR LIVES.



media group
for the Love of Radio.



COVID REMEMBRANCE DAY IS A CHANCE FOR RADIO TO ACTIVATE AND ENGAGE THEIR AUDIENCE IN A DAY OF TRIBUTE TO THE ONES WE HAVE LOST AND ALSO THE PEOPLE WHO HAVE HELPED US FROM THE BEGINNING.

COVID
REMEMBRANCE DAY

LIGHT AT THE END OF THE TUNNEL



Photo by Anna Shvets from Pexels

Radio has done what Radio does best, which is to be there for their listeners during this pandemic and help in a thousand different ways, from aiding with the flow of information, to supporting local businesses, to finding opportunities to bring some sense of normalcy to people's lives. On May 25th, your brands have the chance to continue this work as our response to the pandemic evolves.

With vaccinations occurring and people now beginning to regroup and take an accounting of what has occurred, even though we're not through it yet, there appears to possibly be a light at the end of the tunnel. And in that regard, May 25th has been designated as "COVID Remembrance Day" (tm pending).

This is an opportunity for radio stations and groups around the world to pause and help their audience not only remember the people who have been lost in their community, but also remember the frontline and essential workers in their markets who have helped us all get through this.

For the stations who have been doing "honor" and "support" campaigns from the beginning, this would be an opportunity to revisit and recharge these tributes to our local heroes.

COVID Remembrance Day would also allow stations to tie their "Get vaccinated and here's where you can do that" campaigns into a day of high profile messaging about the crisis. By May vaccines will be more available and it will be critical to push this info and resources to the audience, and **COVID Remembrance Day** would be a very effective way to elevate that message so it doesn't get lost in a blur of digital banners and PSA's.



**COVID
REMEMBRANCE DAY**

THERE IS

NO COST

ANY STATION/GROUP/COMPANY THAT WOULD LIKE TO PARTICIPATE IS WELCOME TO.

What Paige Nienaber and CPR Promotions can provide are ideas and resources to take and build from in your own specific market and situation. With partners like **MannGroup Radio, P1 Media and Benztown**, we will be providing music, imaging and other audio resources for stations that choose to honor our friends and colleagues that have been lost and also our heroes who are in our specific communities.

While pushing vaccinations is a very broad message, participating stations and groups can find ideas that they can tailor for their audience in their market at that moment in time.



While there will be updates and sharing of ideas at the COVID Remembrance Day Facebook page, there will also be frequent eblasts and updates to participating stations and we encourage you to share with us what your plans and activities will be so that stations around the world might be able to learn or add to their own plans.

HERE ARE SOME THOUGHT-STARTERS FOR YOU TO TAKE AND USE OR CREATE FROM.

ANGELS

For things like Children's Miracle Network, you will often-times see businesses that will sell little rainbows that people can write their name on, and for \$1, it goes up on the wall in their store. That can be done with "angels": images of angels that can have names written on them to fill a "sky of angels" on a designated station platform.

MUSIC

We're a music driven medium, so using music to carry a message is always a good thing. Many stations did so following events like Katrina and 9/11 when they used an appropriate song and had listeners add their thoughts and grief on top of it.

This song from Cat Thomas, while at Beasley in Las Vegas, was one of the most power 9/11 tributes ever and it literally went global.

[DJ Sammy- Heaven \(2011 9 - 11 Remix\) by cprpromo | Free Listening on SoundCloud.](#)

In regards to "Clouds", it's a song by a young man who lost his battle with cancer. Maybe that's the tune you use. [\(32\) Clouds by Zach Sobiech - YouTube.](#)

[\(Zach Sobiech Osteosarcoma Fund - Children's Cancer Research Fund\)](#)

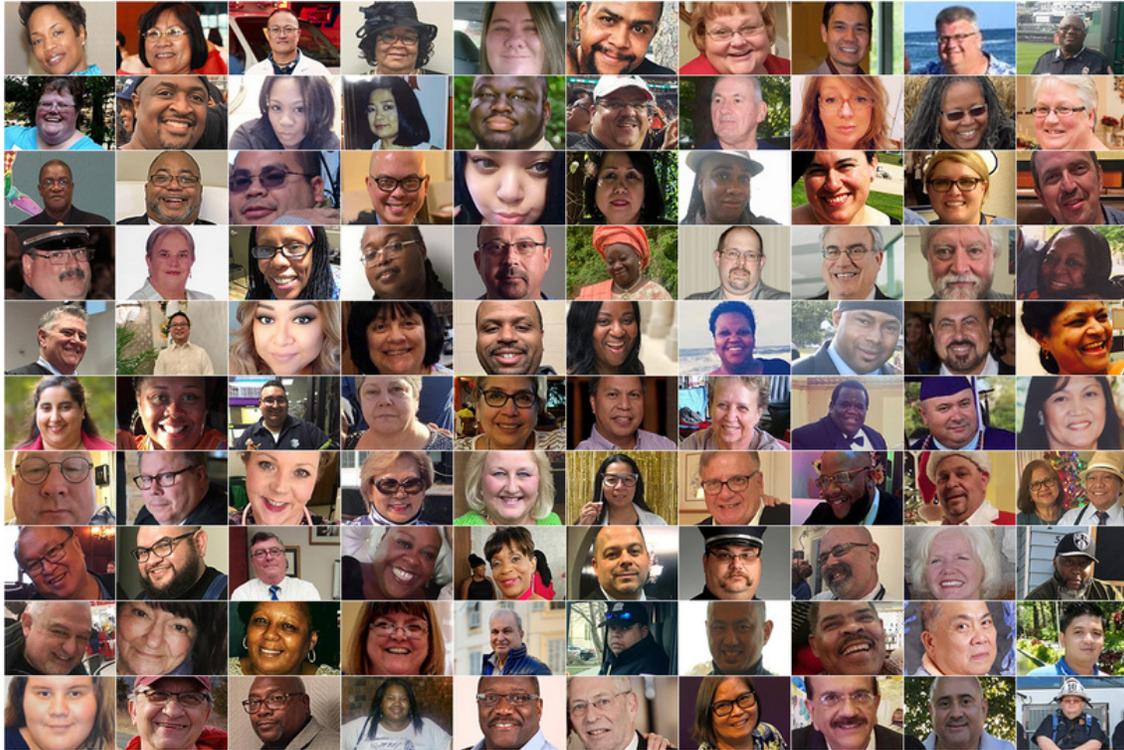
A MEMORIAL WALL

Is there a wall in your community that artists can take names and add to it? This is a very creative idea done in Brazil. [\(34\) Brazil's Infinity Memorial commemorates COVID-19 victims - YouTube](#)



A DIFFERENT KIND OF VIRTUAL WALL

This again could be a day to honor the doctors and nurses and other frontline workers who have helped get us to the point where there is light at the end of the tunnel. Solicit photos from your audience and changeup the front page on your site for the day.



Variations of this have been done by agencies like S.A.V.E that have done walls of images to remember victims of suicide.

SHINE A LIGHT ON COVID

Candles will always be a way that people honor friends and family that they have lost.

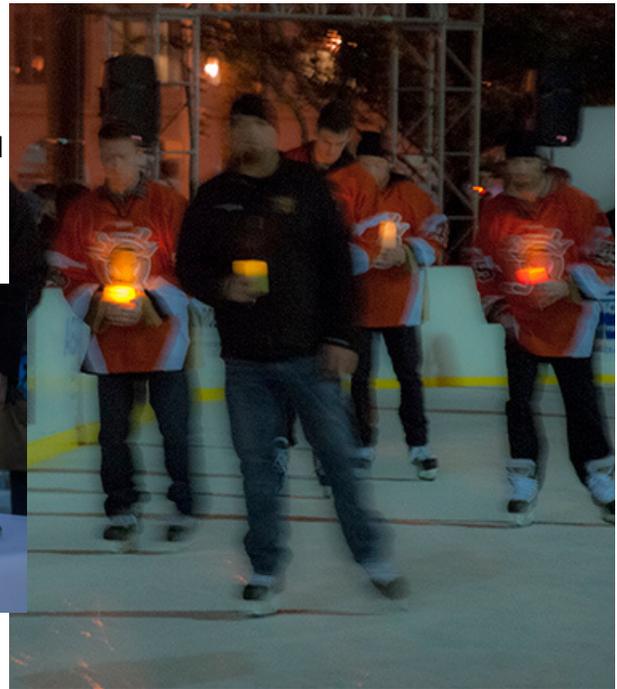


For the second anniversary of 9/11, Wild 94.1 in San Francisco set 3214 luminaries on the beach and with the help of listeners kept them burning for 24 hours.

Following Sandy Hook, NOW-FM in San Francisco did a candlelight skate at Justin Herman Plaza.

Obviously gatherings are something that you need to take into consideration and also the pushback you might get from "people" concerned about safety. Following the stage collapse at the Indiana State Fair a station did a nighttime vigil that culminated with the release of a hundred balloons with Xyalume light sticks. This emulated the scene from "Tangled" when the kingdom released balloons to lead the princess home.

One take on candles could be to have listeners place a lit candle in their window and share the image.



MASKS ACROSS A BRIDGE

A go-to for the Radio industry for Breast Cancer Awareness Month has been "Bras Across A Bridge." People write the name of a breast cancer victim or survivor and they are looped together and strung across a bridge.



For COVID one suggestion would be to have people drop off masks that have a friend, family member, neighbor or colleague who experienced the virus in some form. Station staff, along with volunteers would loop these and string them across or around a local landmark. Having a TV partner at the event would be something to work towards.

READING THE NAMES

This is another method that can best illustrate the enormity of the loss in your community but also allow people to be remembered.

Perhaps the best way that has been done in recent history was on the 2nd anniversary of 9/11 when Power 96 in Miami relocated to a park, got a firehall bell in a cradle and volunteers including the mayor, read the names, each accompanied by the tolling of a bell. 3214 bell gongs echoed throughout downtown Miami.

On May 25th, could you have leaders from your community participate in reading names on the air or, if that's not possible, in a park or central location. This could also be done in video form so that it's shareable for people who missed the event.

CHURCHES

Churches are easy to contact and activate. For the one year anniversary of the Loma Prieta earthquake, moments after 5 pm, churches all over the Bay Area tolled their bells 63 times for the victims.

MOMENTS OF SILENCE

This is simple and is something that everyone can participate in at home, work or wherever they are. But also remember that a moment of silence from a studio is dead air. Doing it "out" and in public is far more impactful.

THE DAY OF 1000 SHOTS

Obviously it would need to be coordinated with a hospital or medical entity, but do a 1000 vaccinations in one day.



FUN WITH PHOBIAS

If you have an air talent that has a true fear of getting shots, this could be the day for them to get their jab and create/post a fun video of the experience. "See, it wasn't so bad."

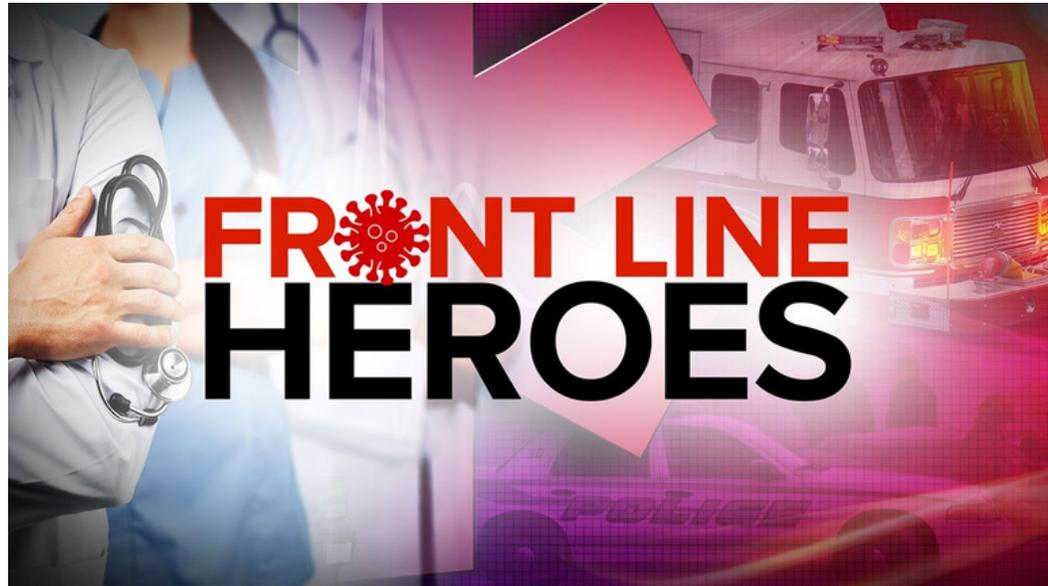
FRIENDLY POKES

The push to get people vaccinated is akin to a political campaign. And in political campaigns there is a mobilization of volunteers to "get out the vote" through calls, door knocking and social media/text messaging. Perhaps this is the day to get volunteers to poke every follower that the station has with a personalized message that reminds them of their nearest location to get their jab.

REMEMBERING THE HEROES

COVID Remembrance Day can also be an opportunity to recall and thank all of the people in your community that have held it together since this all began.

You can do that with imaging, galleries, social media and even the old Radio standard, food deliveries.



HEROES COME IN ALL SHAPES AND SIZES

People of all ages have stepped up to help out during the pandemic and since March of 2020, Radio has done a fantastic job of recognizing these people. Perhaps your message for May 25th is that kids have been there along with the adults, helping out in their own ways.

A SEA OF FACES

This is something that was done early-on in the crisis in Detroit and is very powerful. This could just as easily be done with faces of frontline and essential personnel. 34) Detroit Families Set up COVID-19 Memorial | [NowThis - YouTube](#)

PROCLAMATIONS

Reach out to the state and city and ask for a designation for "COVID Remembrance Day in (market)."

V FOR VACCINATE

Social media has done all of our research for us. When people vote, they share that they did. And in 2021, they're sharing their status of having been vaccinated. As a lead up to May 25, 2021, have people flash a peace sign to signify that they've been jabbed. Post and share.



A MEMORIAL PARK

Reach out to the city and see if you can create a plaza using bricks with the names of residents who lost their lives to COVID.



ARTIST DROPS

Reach out and start collecting messages from artists to collage and play on the May 25.

NAME CARDS

The best thing Radio can do is give people an opportunity to get the names of their loved ones "out there." It depends on what the local numbers are but a station video kind of like Bob Dylan/INXS with the talent holding up card after card with names on it would be easy-ish and something that people would share.

I HOPE THAT YOU FIND
THIS TO BE A GOOD
STARTING POINT.

IT'S ALL ABOUT LOOKING
FOR SOMETHING THAT
HASN'T BEEN DONE BEFORE,
AND THAT WILL GET PEOPLE
TALKING.



PAIGE NIENABER

*IF YOU HAVE QUESTIONS ABOUT ANY OF
THESE IDEAS, IMPLEMENTATION OR
CLARIFICATION,*
**PLEASE EMAIL
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