

EXPOSING DISPARITY: COVID-19's Lasting Impacts

 PROGRAM
Promotion Kit



Brand & Style Guide

Logo

There are two versions of the *Exposing Disparity: COVID-19's Lasting Impacts*, a white version and black reverse version to appear on lighter backgrounds.

Recreation

Do not recreate the logotype.

Reverse Logo

The white version of the logo used as the primary logo. Only use the black version of the logo when the white version will not allow for enough contrast.

Distortion

Do not stretch, distort or otherwise modify the logo. You may add a drop shadow.







Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing

Logo should never print less than 0.5" in width.

Color		Print	Digital	
		CMYK	RGB	HEX
	Blue	C: 97 Y: 13 M: 70 K: 2	R: 0 G: 89 B: 151	#005997
	Sky	C: 84 Y: 0 M: 49 K: 0	R: 0 G: 119 B: 200	#0077c8
	Grey	C: 19 Y: 16 M: 15 K: 0	R: 204 G: 204 B: 204	#cccccc
	Orange	C: 0 Y: 100 M: 59 K: 0	R: 245 G: 131 B: 31	#f5831f

Colors

The primary color palette for *Exposing Disparity: COVID-19's Lasting Impacts* includes blue, sky, grey and orange. Blue and sky are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Grey and orange are the brand's secondary colors and should be used as an accent or in locations where blue and sky are not appropriate.

Typography

Exposing Disparity: COVID-19's Lasting Impacts uses the font **Rokkitt Semibold** for headers and specialty text. Rokkitt Regular is used for body copy.

- When using these fonts to promote *Exposing Disparity: COVID-19's Lasting Impacts*, you may add a drop shadow.

Header

Subheader1

Subheader2

Body copy

Imagery

These graphics serve as signature image and title treatment for *Exposing Disparity: COVID-19's Lasting Impacts* and should be used where appropriate.

Signature Image



Title Treatment



Program Imagery

Below are 10 production stills selected to reflect *Exposing Disparity: COVID-19's Lasting Impacts*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.





Funding

Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *Exposing Disparity: COVID-19's Lasting Impacts* include:

- Medical University of South Carolina
- U.S. Department of Energy
- Allen University





Biographies



Kathleen Llewellyn

Producer

Kathleen Llewellyn started her career as a journalist with NBC News Channel where she covered breaking news for the network's affiliate stations. She eventually found her way to the organization's medical desk and spent nine years covering medical stories and producing features around medical topics for NBC's affiliates. After the birth of her daughter, Kathleen left the world of breaking news and moved to corporate media, producing branded content, and thought leadership pieces for Wells Fargo.



John King

*Anchor and Chief National
Correspondent*

John King is CNN's chief national correspondent and anchor of Inside Politics, an hour-long program featuring a panel of top-tier political correspondents that airs weekdays at noon.

An award-winning journalist, King has covered the past nine presidential elections and has reported from all 50 states and more than 70 countries.

King is pivotal to the network's daily reporting and breaking news coverage and participates in major events such as CNN's 2020 Election Night in America coverage. Past campaign experience includes moderating three presidential primary debates in 2012. This past election was the fourth cycle in which King's reporting included use of CNN's "Magic Wall," which was first introduced in 2008 and was also integral part of the network's Emmy award-winning 2012 election night coverage.

King joined CNN in May 1997 and became chief national correspondent in April 2005. He served as CNN's senior White House correspondent from 1999 to 2005, where his duties included reporting on the Iraq war and the September 11th terrorist attacks. Before joining CNN, King was an Associated Press correspondent for 12 years. His AP duties included several major international events, including the Persian Gulf War, and serving as lead political correspondent for the 1992 and 1996 presidential elections.

King is a native of Boston and earned a bachelor's degree in journalism from the University of Rhode Island. He also has been awarded honorary doctorate degrees from URI, American University and Hobart and William Smith Colleges.



Dr. Sandra Lindsay

Panelist

Sandra Lindsay, DHSc, MBA, MSN, RN, CCRN-K, NE-BC Vice President of Public Health Advocacy Northwell Health Queens, New York. Dr. Lindsay has more than 28 years of nursing experience, most of which have been in critical care. On December 14, 2020, she became the first person in the United States to receive the COVID-19 vaccine. Raised in Jamaica by their grandparents, Dr. Lindsay and her siblings moved to the United States in 1986 to pursue her dream of becoming a registered nurse. Dr. Lindsay graduated from Borough of Manhattan Community College as valedictorian of her nursing program and joined Northwell Health's Lenox Hill Hospital in 1994. There, she worked as a clinical nurse in various critical care units before being offered leadership roles. Dr. Lindsay's educational accomplishments include a Baccalaureate degree in nursing from St. Joseph's College and a Master of Science in nursing from Herbert Lehman College, where she was the 2022 commencement speaker. She also earned a Master of Business Administration from Hofstra University and, in May 2021, completed a Doctor of Health Sciences degree with a concentration in global health and leadership and organizational behavior from A. T. Still University. Dr. Lindsay recently published her first leadership research study in Nursing Management titled, "Authentic Leadership: Does It Relate to Job Satisfaction and Engagement?" Since becoming recognized as the first person to be vaccinated against COVID-19, she has become a vocal advocate in support of vaccinations, dispelling misinformation, and a supporter of medical research and global equity. She has been recognized by President Joseph Biden at the White House, has met with the President of the United Nations and Prime Minister of Jamaica, and served as Grand Marshall in New York's Hometown Heroes Parade. On July 7th, 2022, Dr. Lindsay was awarded the Presidential

Medal of Freedom, the highest civilian honor, by President Joe Biden during a special ceremony at the White House among 16 other outstanding individuals. On August 6th, 2022, His Excellency, The Governor General of Jamaica, conferred the honor of The Order of Distinction in The Rank of Commander (CD) on Dr. Lindsay for her contribution to public health and the campaign against COVID-19 vaccine hesitancy.

Several organizations have recognized Dr. Lindsay for her work. The Caribbean Heritage Organization awarded her with the 2021 Robert Nesta Marley Humanitarian Award, Jamaican Cultural Alliance Trailblazer Award. Dr. Lindsay was honored in February 2022 at the Greater New York Chamber of Commerce's Black History Legends Breakfast and the Little Flower Children and Family Services of New York has recognized her as a Corporate Ambassador of Hope. She was a panelist at the 2022 Aspen Ideas Festival, where thought leaders from around the globe discuss issues that shape the world and challenges of our times. She continues to focus her efforts on improving health both at home and across the globe.





Dr. Jeannette Kowalik

Panelist

Dr. Jeanette Kowalik, Ph.D. MPH, MCHES, has two decades of progressive public health experience representing the life course. She began her career as an intern at the City of Milwaukee Health Department in 2002; she returned in 2018 to serve as the Commissioner of Health until fall of 2020. To fulfill Jeanette's public health calling, she attended Northern Illinois University's Master of Public Health (MPH) program while maintaining full-time employment in the field. Post completion of her MPH, she attended the Management Academy for Public Health at the University of North Carolina-Chapel Hill and began her doctorate in health sciences at the University of Wisconsin-Milwaukee shortly thereafter. Her initial research focus was eradicating infant mortality disparities among Black and Latina/x/e adolescents; this shifted after she realized the significant gap in research regarding recruitment and retention of a diverse public health workforce. Dr. Kowalik's diverse set of experiences continues to motivate her to represent and advocate for equity through policy and practice change at all levels. The highlights of Dr. Kowalik's public health career

to date are collaborating to Declare Racism as a Public Health Crisis in July of 2019 and prioritizing the impact of COVID-19 by race and ethnicity in Milwaukee, which motivated other jurisdictions to do the same thus shifting pandemic resources to those with the greatest needs. Data sharing enabled the country to rapidly discover a disturbing pattern of COVID-19 morbidity and mortality in communities of color. This increased awareness led to recalibration of outreach strategies, policies, and resource allocation to save lives. After serving as Commissioner of Health, Dr. Kowalik became the Director of Policy Development for the Trust for America's Health, a national, non-profit, bi-partisan health policy organization. 2022 marked Dr. Kowalik's 20th anniversary in public health. Last year, she transitioned to full time consulting at her firm, Jael Solutions Consulting Services, LLC. In addition to being the President of her company, she continues to teach graduate public health students at Baylor University's MPH program and Doctoral of Health Administration program at the Morehouse School of Medicine. Last but not least, she volunteers her time for several non-profit boards and serves as the Chair of the Health Administration section of the American Public Health Association.





Dr. Loretta Christensen

Panelist

Dr. Loretta Christensen, MBA, MSJ, FACS, an enrolled member of the Navajo Tribe, serves as the chief medical officer of the Indian Health Service. The IHS, an agency within the U.S. Department of Health and Human Services, is the principal federal health care provider for American Indians and Alaska Natives. As the chief medical officer, Dr. Christensen is IHS' lead expert on medical and public health topics, giving technical consultation and guidance to the IHS Office of the Director and IHS staff throughout the country on American Indian and Alaska Native health care policies and issues. She provides national leadership for clinical and community-based health programs of the agency, and serves as the primary liaison and advocate for IHS health professionals. Dr. Christensen began her career with the IHS as a general surgeon. She has recently served as the chief medical officer of the Navajo Area Indian Health Service from 2017-2021, and as chief medical officer at the Gallup Service Unit from 2014-2017. She also served as acting IHS chief medical officer from May to June 2021. During the COVID-19 pandemic, she served as the co-

lead for the COVID-19 Response Branch and the Medical Branch lead for the Navajo Nation's Unified Coordination Group. Dr. Christensen received her undergraduate degree in biological anthropology from Harvard University and her medical degree from Hahnemann University Medical School, now the Drexel University College of Medicine. She completed her general surgery residency at Monmouth Medical Center in New Jersey and a fellowship in trauma and critical care at Cooper University Hospital. Dr. Christensen also holds a Master of Business Administration from Georgian Court University and a Master of Jurisprudence with a specialty in healthcare law from Seton Hall Law School. Before joining the Navajo Area, Dr. Christensen served for 17 years as the trauma clinical director and associate director of the surgical intensive care unit at Jersey Shore University Hospital. She was also the director of integrative medicine and noninvasive pain management services, as well as an assistant professor of surgery at the Robert Wood Johnson Medical School. She has specialty training in medical acupuncture, palliative care, functional medicine, just culture, quality management and patient safety. Dr. Christensen is board certified in general surgery and a fellow of the American College of Surgeons.





Dr. Linda Bell

Panelist

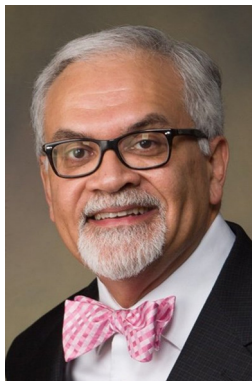
Dr. Linda Bell is originally from El Paso, Texas. Her parents, Wesley and Gladys Wilson, encouraged her early interest in science, eventually leading her to seek a degree in Molecular Biology from the University of Texas at Austin,

and later, a medical degree from UT Southwestern at Dallas, where she also completed training in internal medicine. She was one of only five African Americans in her medical school class of 200, and the only African American in her internal medicine residency program.

Dr. Bell's interest in infectious diseases led her to the Centers for Disease Control and Prevention (CDC) Epidemic Intelligence Service (EIS) program. While participating in an investigation of Lassa Fever in Nigeria as an EIS Officer, Dr. Bell was impressed by the lack of basic medical care and the effect on populations. Her experiences with the CDC led her to change her career path to public health.

Since joining the South Carolina Department of Health and Environmental Control in 1994, Dr. Bell has served in several roles. She became the State Epidemiologist in 2013, and Director of the Bureau of Communicable Disease Prevention and Control in 2016, providing oversight for programs in infectious diseases; immunizations; Tuberculosis; and STD/HIV. She has served on the boards of EdVenture Children's Museum, Healthy Learners, Heathwood Hall Episcopal School, and Francis Burns United Methodist Church.

Dr. Bell has served a prominent role throughout the COVID-19 pandemic, providing science-based public education and shedding light on longstanding health disparities that contributed to the disproportionate impact of the pandemic on African Americans. For her efforts, Dr. Bell has been recognized by the Urban League; the NAACP; the SC Public Health Association; the Palmetto Medical, Dental and Pharmaceutical Association; and various other organizations.



Arnold Alier Martinez

Panelist

Dr. Arnold Alier (Alier Martinez in Latinx community) is the current Director of the Bureau of Public Health Preparedness for the Department of Health and Environment Control (DHEC). He is a past Director of the DHEC

Division EMS and has been with DHEC since 2013. He has over 30 years of experience as a paramedic.

While at DHEC he developed Narcan training for the law enforcement officers and firefighters. He also started an EMS outreach program to

follow up subjects that have recently overdosed on opioids and were rescued with Narcan. Dr. Alier serves on several opioid crisis committees including the South Carolina Governor's Opioid Emergency Response Taskforce.

During the Covid-19 pandemic he trained and led testing and vaccination strike teams throughout the state focusing on the underserved Latinx communities. He also was spokesman to the Spanish-speaking community about Covid-19 over the Latinx media outlets in South Carolina during the span of the pandemic.

Program Descriptions



Long Description

COVID-19 affected more people of color than it did whites, and mixed messages in the public health response complicated efforts to turn the tide of disparity. CNN Chief National Correspondent John King hosts experts from across the country to discuss the social determinants of health, disinformation, the political environment of 2020 and local advocacy efforts. The panel also discusses Long COVID, its potential scale and preparations for the next pandemic.



Medium Description

CNN Chief National Correspondent John King hosts experts from across the country to discuss why so many communities struggled with barriers to adopting strategies to combat COVID-19, where others struggled with knowing who to trust or what to believe.



Short Description

Public health experts discuss the racial disparities of COVID-19's impacts.



Program Imagery

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Program Imagery

IMAGE 1



Caption

John King speaks to the audience during the in-studio production of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 2



Caption

John King speaks to the audience during the in-studio production of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 3



Caption

Audience watches a segment.

Credit

SCETV, Landon Masters

IMAGE 4



Caption

John King speaks to the audience during the in-studio production of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 5



Caption

Dr. Sandra Lindsay, Director of Nursing for Critical Care Services at Northwell Health and the first recipient of the COVID-19 vaccine in the U.S., (left), speaks to moderator John King.

Credit

SCETV, Landon Masters

IMAGE 6



Caption

Dr. Jeanette Kowalik, former Health Commissioner of the City of Milwaukee (left), describes how having racism declared a public health crisis enabled her team to identify disparities early in the COVID-19 pandemic, while Arnold Alier Martínez, Director of Public Health Preparedness, (right) listens in.

Credit

SCETV, Landon Masters

IMAGE 7



Caption

Moderator & CNN Chief National Correspondent John King speaks to the panel of public health experts during the production of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 8



Caption

Dr. Linda Bell, Director of the Bureau of Disease Control, (left), describes how the social determinants of health set the stage for disparities in the COVID-19 pandemic.

Credit

SCETV, Landon Masters

IMAGE 9



Caption

Dr. Linda Bell, Director of the Bureau of Disease Control, (left), describes how the social determinants of health set the stage for disparities in the COVID-19 pandemic.

Credit

SCETV, Landon Masters

IMAGE 10



Caption

Moderator & CNN Chief National Correspondent John King speaks to the panel of public health experts during the production of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 11



Caption

Arnold Alier Martínez, Director of Public Health Preparedness, (left), talks to Dr. Sandra Lindsay, Director of Nursing for Critical Care Services, (right), about being on the front lines of healthcare during the COVID-19 pandemic.

Credit

SCETV, Landon Masters

IMAGE 12



Caption

Loretta Christensen, Chief Medical Officer of the Indian Health Service (right), describes the unique challenges American Indian and Alaska Natives faced during the COVID-19 pandemic as part of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 13



Caption

Loretta Christensen, Chief Medical Officer of the Indian Health Service (right), describes the unique challenges American Indian and Alaska Natives faced during the COVID-19 pandemic as part of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 14



Caption

Audience watches the panel discussion.

Credit

SCETV, Landon Masters

IMAGE 15



Caption

Audience watches the panel discussion.

Credit

SCETV, Landon Masters

IMAGE 16



Caption

Audience watches the panel discussion.

Credit

SCETV, Landon Masters

IMAGE 17



Caption

Loretta Christensen, Chief Medical Officer of the Indian Health Service (right), describes the unique challenges American Indian and Alaska Natives faced during the COVID-19 pandemic as part of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 18



Caption

Dr. Sandra Lindsay, Director of Nursing for Critical Care Services at Northwell Health and the first recipient of the COVID-19 vaccine in the U.S., (left), speaks to moderator John King while Dr. Loretta Christensen, Chief Medical Officer, (right) listens in.

Credit

SCETV, Landon Masters

IMAGE 19



Caption

Dr. Sandra Lindsay, Director of Nursing for Critical Care Services at Northwell Health and the first recipient of the COVID-19 vaccine in the U.S., (left), speaks to moderator John King.

Credit

SCETV, Landon Masters

Production Photography

IMAGE 1



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 2



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 3



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 4



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 5



Caption

Behind-the-scene of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 6



Caption

Behind-the-scene of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 7



Caption

Behind-the-scene of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 8



Caption

Behind-the-scene of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 9



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 10



Caption

Left to right, Latecia Abraham-Hilaire, DHA, MHA, Director of MUSC's Public Information and Community Outreach program, Dr. Linda Bell, Director of the Bureau of Disease Control, John King, Dr. Sandra Lindsay, Director of Nursing for Critical Care Services, Arnold Alier Martínez, Director of Public Health Preparedness, Dr. Jeannette Kowalik, President of Jael Solutions Consulting Services, LLC, and Dr. Loretta Christensen, Chief Medical Officer, pose for a photo after the panel discussion, "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 11



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 12



Caption

Behind-the-scenes of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 13



Caption

Behind-the-scene of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

IMAGE 14



Caption

Behind-the-scene of "Exposing Disparity: COVID-19's Lasting Impacts."

Credit

SCETV, Landon Masters

EXPOSING DISPARITY:

COVID-19's Lasting Impacts

