

CORONAVIRUS

A Community Conversation

EVENT DATE: Monday, April 6, a one-hour live event

LOCATION OPTIONS: Hotel Roanoke (Ballroom)

PRODUCED BY: WDBJ (as pool resource)

BROADCAST DATE: Monday, April 6, 7:00-8:00 p.m.

BROADCAST VENUE: WDBJ, WSLs, WFXR, WSET, WFIR, WVTF, WLNI, and online streaming

MODERATOR: Karen McNew

PARTICIPANTS:

- Carilion Clinic – Paul Skolnik, MD, Chief of Department of Medicine, Infectious Disease specialist
- LewisGale – Steve Pasternak, MD, Medical Director for Emergency Services
- Salem VA – Dr. Thomas Martin, Chief of Medicine
- VDH – Molly O’Dell, MD, Director of Communicable Disease Control for the Roanoke City and Alleghany Health Districts, Virginia Department of Health

CONVERSATION TOPICS:

- Current situation in our community / health systems
- What people need to do
- How people can plan
- How people can help
- Questions and answers from the community

SHOW FORMAT:

Moderator facing panelists, for social distancing

WDBJ field producer (Stephanie Shultz)

WSLS field producer as liaison to all stations (Brittany Furrow)

Multiple cameras w/switcher – iso camera on each panelist and moderator, one for wide shot

WDBJ 4 staff in the truck

- 7:00-7:02 Station intro
- 7:02-7:28 Live program / satellite feed
- 7:28-7:30 Station break
- 7:30-7:58 Live program resumes
- 7:58-8:00 Station wrap, into commercial

TIMELINE:

Friday 3/27

- 1:30 p.m. – Planning call #1 with all parties

Monday 3/30

- 10 a.m. -- Panelists finalized
- Noon -- Graphics delivered to all parties
- Carilion/WDBJ to scout locations
- TBD: Carilion/LG/VA call with Molly O'Dell, organized by Carilion
- Afternoon: Joint news release to media with confirmed details (Carilion to handle)

Tuesday 3/31

- 9:30 a.m. – Planning call #2 with all parties

Wednesday 4/1

- Noon – Promotions begin by news outlets
 - Soliciting questions from viewers

Thursday 4/2

- 10 a.m. – Planning call #3 to review program run-down

Friday 4/3

- Noon – Questions from news outlets sent to Hannah Curtis
- Afternoon – McNew/Carilion/LG/VA/O'Dell call to review questions

Monday 4/6

- 9 a.m. – Questions/order delivered to news outlets
- Noon-1 – WDBJ setting up
- 6 p.m. – Participants gather at location for rehearsal
- 6:45 p.m. – all stations call into 1-866-240-1897,,,15605814#,#
- 7 p.m. – Show time (satellite will be reserved 6:30-8:10)