

IMPACT REPORT



Michigan Gov. Gretchen Whitmer was joined by **Lt. Gov. Garlin Gilchrist II** at a March 18, 2021, news conference to announce the launch of Ford Field as Michigan's largest on-site COVID-19 vaccination clinic.

Other keynote speakers were Federal Emergency Management Agency (FEMA) Region 5 Acting Regional Administrator **Kevin M. Sligh Sr.**, Detroit Lions Team President and CEO **Rod Wood**, Henry Ford Health System President and CEO **Wright Lassiter III**, Meijer President and CEO **Rick Keyes** and Protect Michigan Commission Director **Kerry Ebersole Singh**.

Stakeholders and reporters from across Michigan attended the in-person event at the Detroit site. Partners included representatives from Henry Ford Health System, Meijer, FEMA and local government. Top media attendees included The Detroit News, WXYZ-TV, Crain's Detroit Business, WDIV-TV, WWMT-TV and MLive.

Within 24 hours of the news conference, more than 40,000 Michiganders registered to receive their vaccines at Ford Field.

On March 22, **Lt. Gov. Gilchrist, Singh** and members of Michigan's congressional delegation toured the Ford Field mass vaccination clinic with leading representatives from FEMA and the U.S. Department of Defense.

EARNED MEDIA: From March 18-26, news coverage of the launch of the Ford Field vaccination site and subsequent events **reached an estimated 901 million people** (calculated by the number of unique IP addresses that visit a news article within a given time). If the media coverage was purchased as paid advertising, it would have cost **\$14 million**. *Links to key stories are on pages 2-6.*

SOCIAL MEDIA: Through Twitter and Facebook, the Ford Field vaccination launch reached and engaged an estimated **6.8 million people**. *See key social media posts on pages 7 and 8.*



Protect Michigan Commission Director Kerry Ebersole Singh speaks to Northern Michigan's 9&10 News reporter Eric Loyd on March 17.



U.S. Rep. Brenda Lawrence, D-Southfield, toured Ford Field on March 22 with other leading dignitaries.

IMPACT REPORT

MEDIA COVERAGE

“Michigan sees worrying spike in COVID-19 cases as state prepares to open mass vaccination site”

CNN

[Click here to read story](#)

Reach: **158M**

Michigan sees worrying spike in Covid-19 cases as state prepares to open mass vaccination site
 By Adrienne Broaddus and Bill Kirkos, CNN
 Updated 1:59 PM ET, Fri March 19, 2021



Covid-19 cases rising in US as variants spread 02:25

(CNN) — Covid-19 infections are on the rise across the country, with Michigan (+50%) among the states witnessing the largest spikes, according to Johns Hopkins University.

“Detroit readies mass COVID-19 vaccination site”

USA Today

[Click here to read story](#)

Reach: **56M**

THE ASSOCIATED PRESS WXYZ



REP. BRENDA LAWRENCE
 (D) MICHIGAN
 for Metro Detroit community, for the black and Brown people,

Detroit readies mass COVID-19 vaccination site

Democratic members of Michigan's congressional delegation toured Monday a mass COVID-19 vaccination site at Ford Field, the home of the NFL's Detroit Lions. (March 22)

AP
 Published 3:31 p.m. ET Mar. 22, 2021 | Updated 9:07 a.m. ET Mar. 23, 2021

“Meijer Registers 110,000 People for FEMA, State of Michigan Mass Vaccination Clinics; Schedules first 14,000 Appointments at Ford Field”

Yahoo! Finance

[Click here to read story](#)

Reach: **53M**

Meijer Registers 110,000 People for FEMA, State of Michigan Mass Vaccination Clinics; Schedules first 14,000 Appointments at Ford Field

Mon, March 22, 2021, 10:49 AM · 2 min read

Retailer prepares to provide extensive on-site support for mass vaccine clinics

GRAND RAPIDS, Mich., March 22, 2021 /PRNewswire/ -- Meijer has registered 110,000 people for the Ford Field mass vaccination clinic through the company's online registration system and the State of Michigan hotline since registration went live last Monday.



IMPACT REPORT

MEDIA COVERAGE

“Michigan’s Dr. Khaldun helps administer COVID-19 vaccines at Ford Field”

MLive

[Click here to read story](#)

Reach: **4.3M**

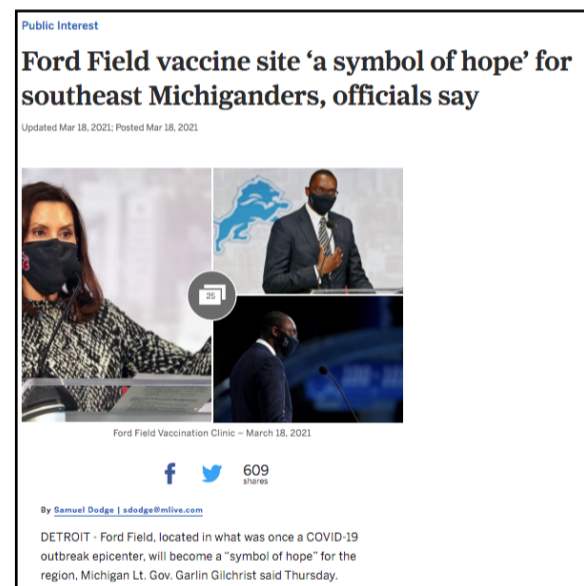


“Ford Field vaccine site ‘a symbol of hope’ for southeast Michiganders, officials say”

MLive

[Click here to read story](#)

Reach: **4.3M**



“What's it like to get your COVID-19 shot at Ford Field? Freep reporter tells his story”

Detroit Free Press

[Click here to read story](#)

Reach: **4.2M**



IMPACT REPORT

MEDIA COVERAGE

“Ford Field to distribute more than 300K doses of Pfizer, Johnson & Johnson vaccines”

Detroit News

[Click here to read story](#)

Reach: **2.1M**

DETROIT

Ford Field to distribute more than 300K doses of Pfizer, Johnson & Johnson vaccines

Sarah Rahal The Detroit News
 Published 12:56 p.m. ET Mar. 18, 2021 | Updated 3:47 p.m. ET Mar. 18, 2021

[View Comments](#)   

Detroit — Gov. Gretchen Whitmer and other officials gathered at Ford Field Thursday to highlight Michigan’s largest single-site vaccination effort, which is expected to administer more than 300,000 doses of COVID-19 vaccine beginning next week.

The COVID-19 mass vaccination clinic is set to open Wednesday. During the next eight weeks, the site is expected to distribute 335,000 doses in addition to the state’s allocation from the federal government that is going to hospitals and health departments and pharmacies, Whitmer said.

“I want to live’ -- Ford Field vaccine recipients share reasons for getting COVID shot”

WDIV-TV

[Click here to read story](#)

Reach: **1.8M**

‘I want to live’ -- Ford Field vaccine recipients share reasons for getting COVID shot

‘Get your shot. You need it to protect those around you,’



DETROIT — Thousands of COVID-19 vaccines are expected to be distributed daily at Ford Field for the next several months.

Wednesday marked the official launch of the FEMA mass vaccination site, where they are expecting to distributed 5,000 vaccines daily.

READ: [Big day for Metro Detroit – Mass COVID vaccination site at Ford Field officially opens](#)

“Gov. Whitmer to announce plans for Ford Field's COVID-19 mass vaccination clinic”

WXYZ-TV

[Click here to read story](#)

Reach: **1M**

‘I want to live’ -- Ford Field vaccine recipients share reasons for getting COVID shot

‘Get your shot. You need it to protect those around you,’



DETROIT — Thousands of COVID-19 vaccines are expected to be distributed daily at Ford Field for the next several months.

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READ: [Big day for Metro Detroit – Mass COVID vaccination site at Ford Field officially opens](#)

IMPACT REPORT

MEDIA COVERAGE

“Whitmer announces Ford Field mass vaccination clinic plans”

WOOD-TV

[Click here to read story](#)

Reach: **972K**

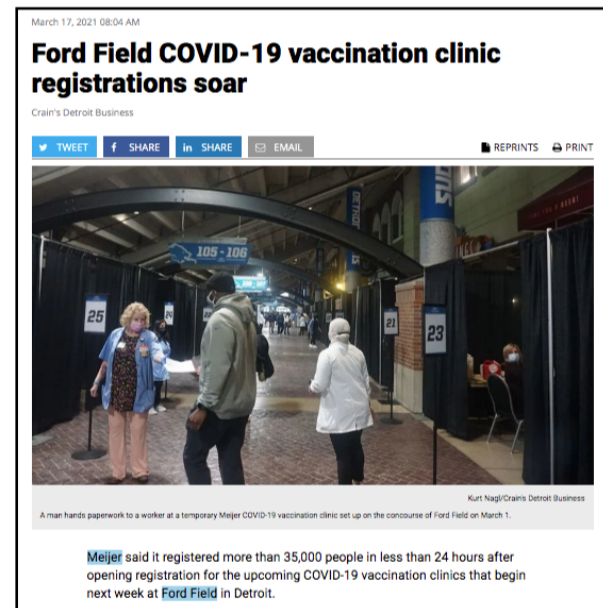


“Ford Field COVID-19 vaccination clinic registrations soar”

Crain's Detroit Business

[Click here to read story](#)

Reach: **490K**

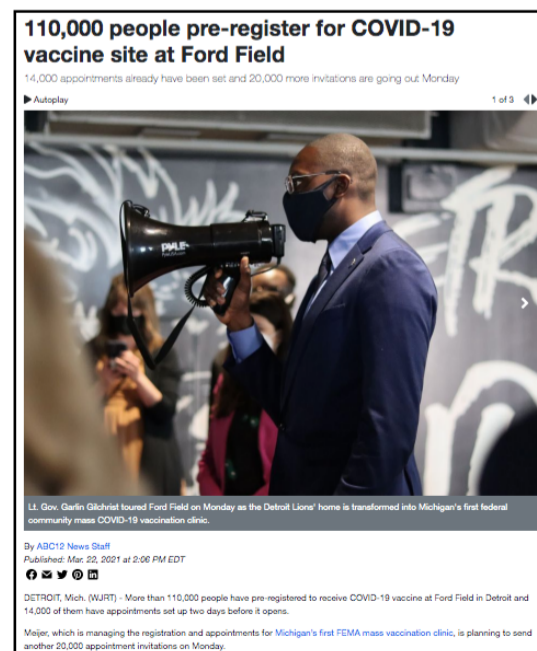


“110,000 people pre-register for COVID-19 vaccine site at Ford Field”

WJRT-TV

[Click here to read story](#)

Reach: **403K**



IMPACT REPORT

MEDIA COVERAGE

“Michigan's largest COVID-19 vaccine clinic set to open”

Michigan Radio

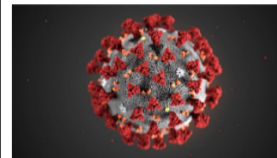
[Click here to read story](#)

Reach: **340K**

Michigan's largest COVID-19 vaccine clinic set to open

By STEVE CARMODY · MAR 22, 2021

Share Tweet Email



Starting Tuesday, Michigan's largest COVID-19 vaccination clinic begins delivering shots into arms.

In the past week, 110,000 people have signed up to get their coronavirus vaccine at Ford Field in Detroit.

More than 14,000 appointments are scheduled for this week, with another 20,000 appointment invitations going out Monday.

But there are some doctors who hope the state will soon start channeling vaccines through their offices.

“State’s Chief Medical Executive Administers Vaccines At Ford Field’s Site Opening”

WWJ-TV

[Click here to read story](#)

Reach: **309K**

State’s Chief Medical Executive Administers Vaccines At Ford Field’s Site Opening

By Cryst Walker March 24, 2021 at 10:26 pm Filed Under: coronavirus, COVID-19 Vaccine, Dr. Jonleigh Khaldun, Ford Field, Michigan



(CBS DETROIT) – People say they want to feel safe.

"I think it's essential to get the community back healthy, to get my shot so I can be healthy," said Raymond Pugh.

READ MORE: Stimulus Check Latest: Track Your Economic Relief Payment From The IRS

And get back to life.

HEALTH

Video: Mass Vaccination Site Opens At Detroit's Ford Field — See What To Expect

Tweet Share

March 23, 2021, 7:56 PM by Alan Stamm

A video, photos and updated details are added to earlier coverage.

A public health mission with military support kicked off ahead of schedule in Detroit at Michigan's first federal Covid mass vaccination site. Ford Field opened for a "soft launch" a day before Wednesday's originally scheduled debut.

"I'm not usually smiling walking out of Ford Field, but I am today," tweets Birmingham accountant Eric Wydra, 49. "First vaccine done! Really impressed with the organized process they put in place."

More than 2,600 people reportedly were vaccinated in private, screened cubicles -- including walk-ins without appointments. A time-lapse video below shows the process, compressed into two minutes.

► **Update:** "Walk-up appointments are not available Wednesday, but we will share how to find out when these appointments are available later in the week," the state health department posts on its Facebook feed. Check there for fresh information.

IMPACT REPORT

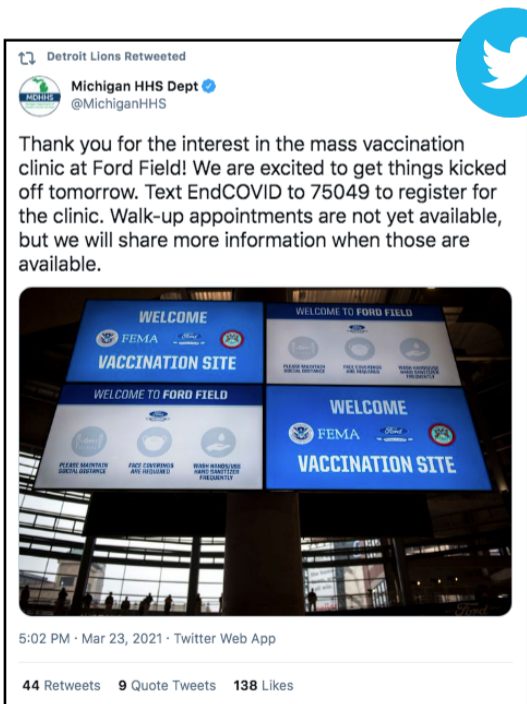
SOCIAL MEDIA



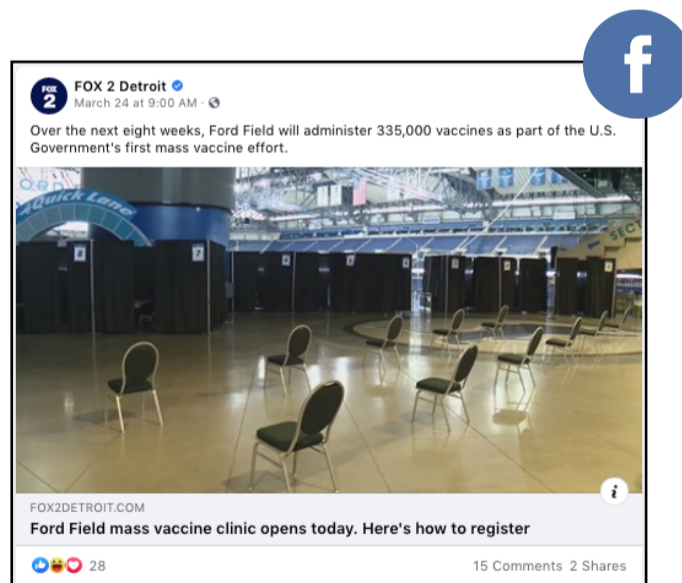
Meijer shares news about the kickoff press conference at Ford Field and details to register for a COVID-19 vaccine. [Click here](#) to view the post. **Reach: 1.5M**



U.S. Rep. Rashida Tlaib shares how Michiganders can sign up to get their COVID-19 vaccine at Ford Field. [Click here](#) to view the tweet. **Reach: 1.4M**



Detroit Lions retweet MDHHS details on how to sign up to get a COVID-19 vaccine at Ford Field. [Click here](#) to view the tweet. **Reach: 1.3M**



FOX2 Detroit shares its article on how Michiganders can sign up to get their vaccine at Ford Field. [Click here](#) to view the post. **Reach: 1M**

IMPACT REPORT

SOCIAL MEDIA



MLive posts MDHHS' livestream of the news conference at Ford Field.
[Click here](#) to view the post.
Reach: 790K



WXYZ-TV shares its article on the entry procedure for the Ford Field vaccination clinic.
[Click here](#) to view the post.
Reach: 632K