

There have been
<insert statistical
data> deaths
from Covid-19 in
New York City since
March 2020.



VO: THESE PEOPLE WERE
UNVACCINATED AND
CONTRACTED COVID-19.



VO: THESE PEOPLE WERE
VACCINATED AND CONTRACTED
COVID-19



CAN
YOU
SEE
THE
DIFFERENCE?

VO: LOOK AT THE NUMBERS AND
DO THE MATH. BECAUSE NEW
YORK CITY IS NO PLACE FOR A
PANDEMIC!

DO THE MATH

BIRDS EYE VIEW PRODUCTIONS
COVID-19 VACCINATION PRO-

TRT: 00:15

BY: SHANNON J LOVE

EXEC PROD BY: ASHLEY MCFARLIN

DO YOU KNOW?

BIRDS EYE VIEW PRODUCTIONS
COVID-19 VACCINATION PRO-

TRT: 00:30

BY: SHANNON J LOVE

EXEC PROD BY: ASHLEY MCFARLIN



VO: DO YOU KNOW WHAT'S IN THAT?



VO: DO YOU KNOW WHAT'S IN THAT?



VO: DO YOU KNOW WHAT'S IN
THOSE?



VO: DO YOU KNOW WHAT'S IN
THOSE?



VO: IT'S TRUE, AS CONSUMERS WE OFTEN
DON'T KNOW THE SPECIFIC INGREDIENTS IN
THE FOOD WE EAT, OR THE PRODUCTS THAT
WE CONSUME – YET WE STILL CONSUME
THEM.



VO: THAT'S BECAUSE OF FEDERAL AGENCIES
LIKE THE FOOD & DRUG ADMINISTRATION
AND THE CENTER FOR DISEASE CONTROL TO
KEEP CLOSE WATCH ON EVERYTHING THAT'S
OFFERED TO EVERYONE.

VO: THE FDA, CDC, ALONG WITH AGENCIES
AND ORGANIZATIONS AROUND THE WORLD
CONTINUE TO MONITOR ALL THE DATA THAT
COMES IN ABOUT THE CORONAVIRUS, AND
IT WOULD BE ILLEGAL FOR ANY OF THEM TO
REPORT INFORMATION THAT WASN'T ACCURATE,
OR CONSISTENT WITH THE SCIENTIFIC
FINDINGS. AND AS THEY KEEP WATCH ON US,
VARIOUS PRIVATE COMPANIES KEEP CLOSE
WATCH ON THEM TO MAKE SURE NOTHING
SLIPS THROUGH THE CRACKS ON ANY LEVEL.
THE COVID-19 VACCINE IS SAFE, AND THE MOST
EFFECTIVE PREVENTATIVE MEASURE WE ALL
CAN TAKE TO ELIMINATE THIS PANDEMIC FROM
HERE AT HOME IN NYC AND AROUND THE
WORLD.
BECAUSE NEW YORK CITY IS NO PLACE FOR A
PANDEMIC!

**NEW YORKERS
ARE OFTEN
THOUGHT
TO
BE RUSHING**



STUDENT: TO GET TO SCHOOL!



**BUSINESS PERSON: TO GET
AHEAD IN MY CAREER!**



TAXI DRIVER: TO GET OUTTA THE WAY!



COUPLE: TO FIND LOVE!



**VO: NEW YORKERS DON'T RUSH
EVERYTHING; BUT WE ARE FOCUSED
ON GETTING TO THE BEST PART OF OUR**



**VO: TO DO THAT, SCIENTISTS HAVE BEEN
STUDYING THE CORONAVIRUS, OR SARS-
WHATEVER SINCE IT WAS FIRST DISCOVERED
OVER TWENTY YEARS AGO, AND SINCE IT'S
EMERGENCE, A VACCINE RESEARCH HAS BEEN IN
THE WORKS JUST AS LONG.**



**VO: THE FOCUS ON A HEALTHY HAPPY
AND SAFE NEW YORK HAS BEEN THE
FOUNDATION OF THE GLOBAL VACCINE
ROLLOUT CAMPAIGN – AND IF WE CAN
MAKE IT WORK HERE, WE'LL MAKE IT**

**VO: IT REALLY IS UP TO YOU, NEW YORK.
BECAUSE NEW YORK CITY IS NO PLACE
FOR A PANDEMIC.**

**FOCUSED ATTENTION
BIRDS EYE VIEW PRODUCTIONS
COVID-19 VACCINATION PROMOS**

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