



MEMORANDUM

To: Chiefs for Change
From: SKDKnickerbocker
Date: February 24, 2021
Re: SKDK Action Report for Feb 2021

OVERVIEW

SKDKnickerbocker (SKDK) provided strategic communications consulting support to Chiefs for Change, Rhode Island Lieutenant Governor Dan McKee, and their partners with focuses on the gubernatorial leadership transition, COVID-19 communications, and efforts to improve education and protect charter schools. An overview of the work completed during the month of February is outlined below:

Gubernatorial Leadership Transition:

- SKDK joined daily communications calls with Lieutenant Governor Dan McKee, his transition team, and his communications advisors to discuss pressing stories and plan ways to strategically outline priorities.
- SKDK regularly provided input and edits to press releases, statements, talking points, and remarks prepared by the LG's Communications Director, Andrea Palagi.
- SKDK conducted an in-depth media training session with Mike Trainor and LG McKee, providing best practices to the LG for how to handle reporter conversations, press conferences, and broadcast interviews.
- SKDK advised the team on how to address records requests for applicants for the LG position.
- SKDK shared a list of best practices and important technology to purchase to ensure that the LG's home interview setup looks professional on television.
- SKDK monitored relevant campaign finance reporting and shared updates with the LG's team.
- SKDK regularly shared clips with the LG's team featuring news about the pending transition as well key COVID-19 vaccination news.

COVID-19 Communications:

- SKDK advised LG McKee and his communications team for how to handle his decision not to attend the COVID-19 Response Team briefing on Feb. 18.
- SKDK provided strategic messaging advice and edited LG McKee's remarks ahead of his appearance at the COVID-19 Response Team briefing on Feb. 25.
- SKDK advised the LG's communications team to schedule more visits to vaccination sites, advised him to begin focusing his remarks on ending vaccine hesitancy, and encouraged him to begin wearing two masks, in accordance with CDC guidelines.

Efforts to Improve Education and Protect Charter Schools:

- SKDK finalized a memo from Providence Mayor Jorge Elorza to members of the state House of Representatives outlining why the charter school moratorium is a bad step for Rhode Island, focusing on educational and fiscal implications.
- SKDK worked with the LG's team to help LG McKee prepare for giving remarks at the state's Learning, Equity, and Accelerated Pathways Task Force.



- SKDK edited videos and drafted social media content that highlighted key moments from the state's Learning, Equity, and Accelerated Pathways Task Force.
- SKDK is drafting an op-ed on behalf of Julia Rafal-Baer that argues for prioritizing teachers in Rhode Island's vaccine rollout.
- SKDK monitored and shared relevant media coverage related to education in Rhode Island and the charter school moratorium bill.

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