



MEMORANDUM

To: Chiefs for Change
From: SKDKnickerbocker
Date: February 24, 2021
Re: SKDK Action Report for January 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 January 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 prepared an initial memo for the LG's team with a focus on the communications steps to take for the pending selection of Governor Raimondo as Commerce Secretary.
- SKDK developed holding statements and remarks for LG McKee to use in the days following the announcement of Governor Raimondo as Commerce Secretary.
- SKDK created a script for LG McKee's [first video message](#) to Rhode Island families that recognizes he would soon be governor.
- SKDK prepared a strategy memo for the LG's team that outlined important steps and communications moments that needed to be considered as he managed the transition and prepared for Day One as Governor.
- SKDK connected the LG's team with reps from Twitter to help the team get his account verified.
- SKDK drafted a letter from LG McKee to Governor Raimondo memorializing the team's requests regarding the sharing of information and resources.
- SKDK researched previous Commerce Secretary transitions to identify dates timelines from announcement to swearing in.
- SKDK provided media training to LG McKee on the morning of his initial press conference on January 14.
- SKDK worked with Connecticut Governor Ned Lamont's staff to coordinate a call between LG McKee and Governor Lamont.
- SKDK shared messaging with the LG's team on President Biden's pledge to improve funding for schools.
- 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 helped LG McKee prepare for his first COVID-19 press conference, sharing draft remarks and offering messaging advice.
- SKDK provided a strategy memo to LG McKee and his communications outlining key communications questions to address regarding his COVID-19 advisory group.
- SKDK worked with the LG's team to plan for how to announce his position that teachers should be moved up in vaccine prioritization and age availability should be expanded.
- SKDK prepared a Q&A for LG McKee to use in response to questions on his difference in position from members of the state COVID-19 Response Team.

Efforts to Improve Education and Protect Charter Schools:

- SKDK researched past statements and positions of new Providence School Board members appointed by Providence Mayor Jorge Elorza on Jan. 19.
- SKDK drafted and shared testimony for Julia Rafal-Baer to submit on that outlines opposition to the charter school moratorium proposal.
- SKDK drafted and shared 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 monitored and shared relevant media coverage related to education in Rhode Island and the charter school moratorium bill.

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