

# Media messaging focus for the next 3 months

MESSAGING	APRIL	MAY	JUNE
Helping our people and companies understand and take advantage of the CARES Act		→	
Detail the unified policy asks for federal, state and local advocacy so we're ready when they are	→		
Promote industry awareness (the breadth of our reach and how we're being impacted) through "Go LIVE Together"		→	→
Promote industry awareness (the impact we have on local economies and why our recovery is crucial to any stimulus plan) through "Go LIVE Together"		→ timing will vary	→
Launch advocacy stimulus campaign around live events recovery		→ timing will vary	→