

Title: Information about CDC PSAs for National Influenza Vaccination Week

Source: CDC

Date: 1/7/10

The following material was provided by the CDC. This document is not an official communication. It is intended for local public health practitioners and is not for public dissemination. Please do not distribute publicly (such as on Web sites, Listservs®, or other public forums). The information contained within is intended to assist local health departments but should not replace formal direction received from state and federal health authorities. For official guidance from CDC, please visit [www.cdc.gov](http://www.cdc.gov).

Please work with your local television or media affiliates to alert them. Please note below - PSAs will be available for satellite [pickup on FRIDAY, JANUARY 8, 2:30 p.m. EST](#)

**Who:** The [Centers for Disease Control and Prevention](#) is releasing a new PSA just in time for National Influenza Vaccination Week.

**What:** To help promote National Influenza Vaccination Week (NIVW) January 10th-16th, 2010, the Centers for Disease Control and Prevention (CDC) will make available several high-quality public service announcements (PSAs) ready for public viewing and broadcast.

The PSAs feature :30 and :60 variations appropriate for the general public, as well as special ethnic and minority populations. "I never get the flu" directly addresses common excuses that may be barriers for a variety of groups who should seek H1N1 (swine flu) influenza vaccination.

National Influenza Vaccination Week (NIVW) is a national observance that was established to highlight the importance of continuing influenza vaccination, as well as fostering greater use of flu vaccine after the holiday season into January and beyond. Every year, certain days of NIVW are designated to highlight the importance for different groups to get vaccinated. This year's national schedule includes a special focus on: healthcare workers, people with chronic conditions, children, pregnant women, young adults, and seniors.

**When:** [For satellite pickup on FRIDAY, JANUARY 8, 2:30 p.m. EST](#)

(first fifteen minutes test bars and tone)

**Where:** Preview the spot online at <http://www.cdc.gov/CDCTV/INever>, and download it from satellite at:

**C-Band**

G-17 18C\*

Orb Loc: 91' W;

U/L: 6285Mhz Horizontal;

D/L: 4060Mhz Vertical;

U/L Beam: US 48;

D/L Beam: US 48;

Allocated Bandwidth: 36 Mhz;

**KU-Band**

G-18 24K\* Digital

Orb Loc: 123' W;

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U/L: 14480Mhz Vertical;  
D/L: 12180Mhz Horizontal;  
U/L Beam: N.America (Central & W.Coast O);  
D/L Beam: N. America;  
Allocated Bandwidth: 36 Mhz;

**How:** The PSAs, :30 and :60 variations for the general public, as well as options for special ethnic and minority populations are available for satellite pickup to state and local public health partners, television stations, and other partners who encourage influenza vaccination.

**Direct technical broadcast questions to 678-421-6604. For other inquiries, contact Janine Cory at [Jcory@cdc.gov](mailto:Jcory@cdc.gov).**

**For more information on NIVW, visit [www.flu.gov](http://www.flu.gov), [www.cdc.gov/flu](http://www.cdc.gov/flu), or call 1 - 800 - CDC - INFO (800 - 232 - 4636).**