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Public Health

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**MEDIA ADVISORY**

To: Local Media  
From: Jessica Turner, Public Information Officer  
Date: February 2, 2021

**Rock County Public Health Department to host weekly COVID-19 video briefings every Thursday at 11am beginning this week**

**Rock County, WI** – Beginning this Thursday, February 4, at 11am CST, the Rock County Public Health Department will host a live video briefing to share important COVID-19 updates and answer frequently asked questions. As part of the department's ongoing efforts to provide useful, consistent, and transparent communication, these live, weekly video updates will offer another method for the public and members of the media to stay up to date on vital COVID-19 public health measures, including vaccination progress in Rock County.

**WHAT:** Weekly Rock County Public Health Department (RCPHD) COVID-19 Streaming Video Update

*Each weekly broadcast will begin with an overview of current Rock County case/testing numbers and a vaccination update, followed by a more in-depth exploration of a current topic based on the most frequently asked COVID-19 questions.*

**WHEN:** Every Thursday at 11am, beginning Thursday, February 4, 2021

**WHO:** Members of the media and the public are invited and encouraged to watch via the links provided below

**WHERE:** Members of the media are encouraged to register for access by contacting Rock County Public Health Department Public Information Officer Jessica Turner at [Media.PublicHealth@co.rock.wi.us](mailto:Media.PublicHealth@co.rock.wi.us). Pre-registration will allow members of the media to ask questions live during the broadcast. Questions may also be submitted in advance by emailing [Media.PublicHealth@co.rock.wi.us](mailto:Media.PublicHealth@co.rock.wi.us) with "Media Briefing" in the subject before 9am each Wednesday. The public may view the live broadcast without any pre-registration by visiting [www.facebook.com/RockCountyPHD/live](https://www.facebook.com/RockCountyPHD/live) at 11am each Thursday. Videos will be posted for on-demand viewing at [www.facebook.com/RockCountyPHD/live](https://www.facebook.com/RockCountyPHD/live) and [https://www.youtube.com/channel/UCQOZUNaK68wF4cdPsr4n\\_ow](https://www.youtube.com/channel/UCQOZUNaK68wF4cdPsr4n_ow) after each broadcast.

For more information on COVID-19 and Rock County Public Health Department efforts to mitigate the spread, please visit the RCPHD COVID-19 website, which contains a wealth of information and is updated regularly: <https://www.co.rock.wi.us/publichealth-familycommunity/publichealth-communicabledisease/coronavirus-disease-2019>.

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**About RCPHD**

Rock County Public Health Department serves Rock County citizens by collaborating with partners to ensure a healthy, thriving Rock County.

Please send media inquiries to [Media.PublicHealth@co.rock.wi.us](mailto:Media.PublicHealth@co.rock.wi.us).