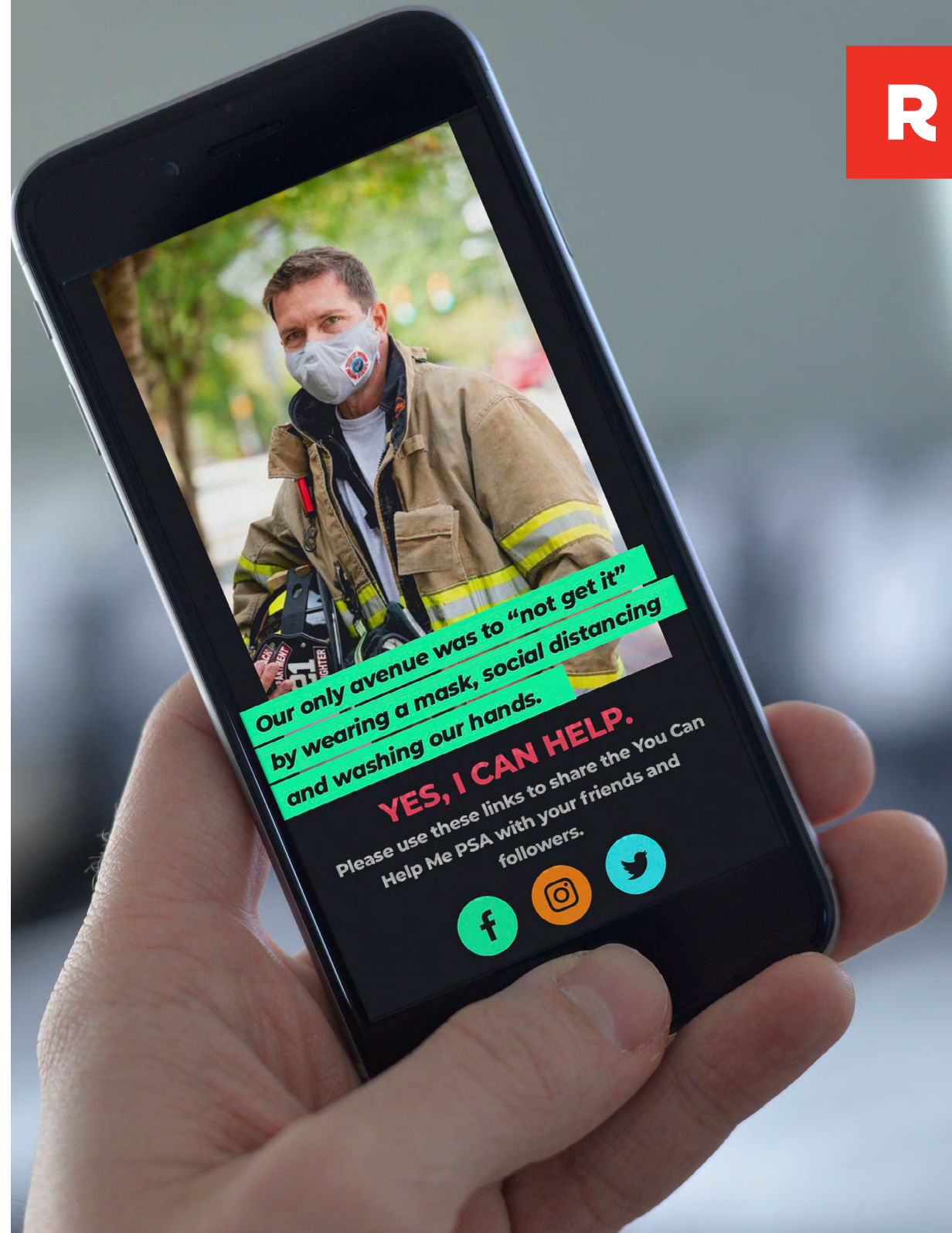


**Pro Bono 326**

# You Can Help Me #wearamask PSA

## RIVERS

Rivers Agency  
601 West Rosemary Street, Ste 108  
Chapel Hill, NC 27516  
919-932-9985  
Riversagency.com



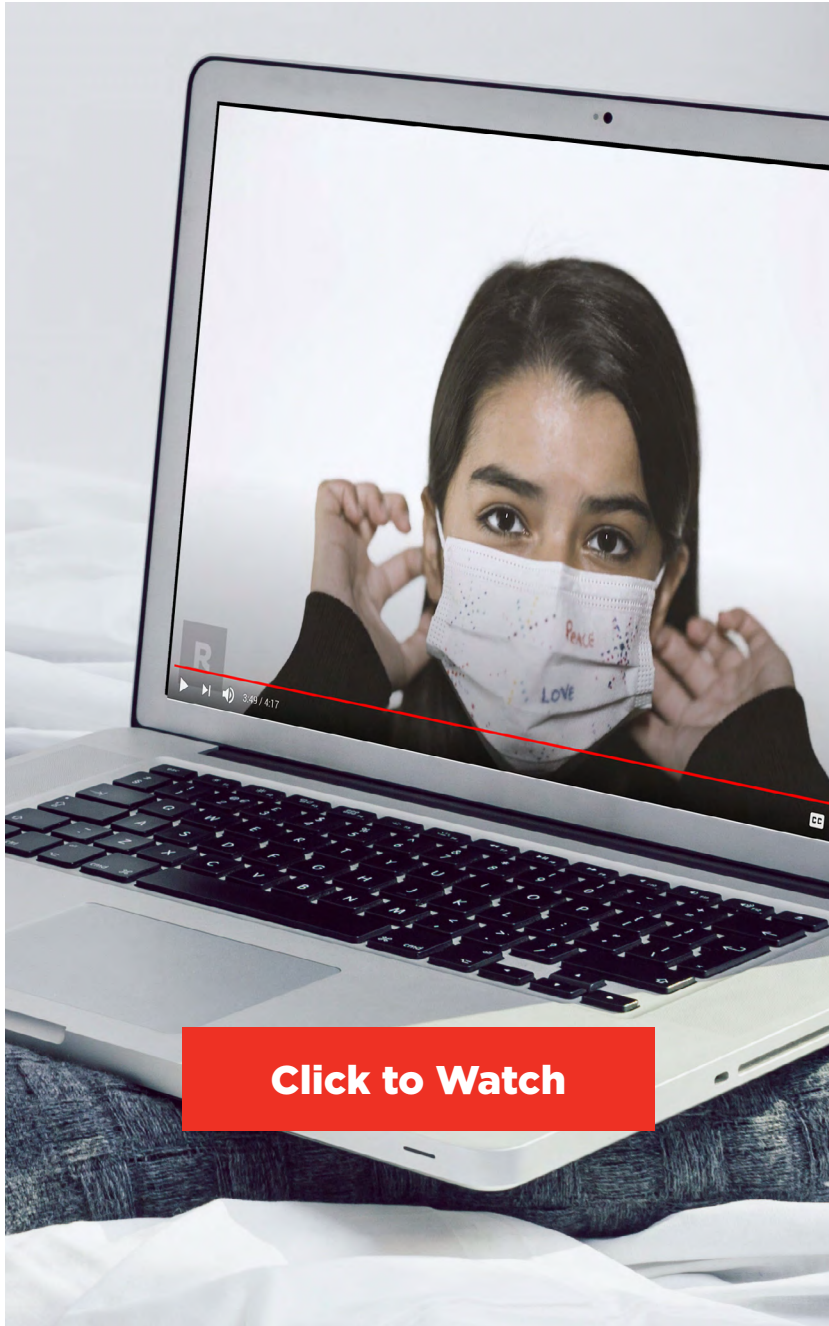
## The Project

As the COVID-19 pandemic wore on, wearing a mask became more controversial despite health officials promoting the practice to slow the virus' spread and allow life to return to normal. To help straddle the political divide, a PSA campaign was developed focusing on real people, their real-life stories, using their real names and expressing the impact the lockdown has had on their lives.

The "You Can Help Me - Wear a Mask" campaign includes a television PSA, website and social media that evoke empathy from audiences and encourage everyone to wear a mask to promote public health and help their neighbors gain back their lives.



**You Can Help Me**



Click to Watch



You Can Help Me



#wearamask

WEBSITE

**You Can Help Me** #wearamask

The Help Me PSA features ordinary Americans who both need and want to go back to where they were before the pandemic.

**YES, I CAN HELP.** Please use these links to share the You Can Help Me PSA with your friends and followers.

**The idea for the You Can Help Me campaign** emerged during a medical briefing I was attending on COVID-19. It became apparent during that meeting that although the medical community was doing everything it could to help us, they couldn't care us if we became sick or prevent us from getting the disease at this time.

**Our only avenue was to "not get it" by wearing a non-medical, everyday and washing our hands.**

Unfortunately, "masks" had become highly politicized and polarizing - a problem I believed could be solved through an effective communications program.

**Help Me was created to address this problem.**

It is not a replacement for government mandates or the advice of medical experts. It is designed to complement these initiatives by inspiring people across our country on a different basis - **helping everyone return to some form of normalcy - going back to school, work, church and the other activities that enrich our lives.**

In order to turn this idea into a reality, we required funding and a creative resource to bring this idea to life. I reached out to a friend and colleague, Dan Steedman, Board Chair of the New Voices Foundation. To help raise funds and contacted Lauren Rivers, President of Rivers Agency, a communications agency. I have worked with over the last seven years. Lauren and Dan embraced the idea and volunteered their time and resources. **Thank you to all of our sponsors and friends.**

-CHARLIE LEHMANN

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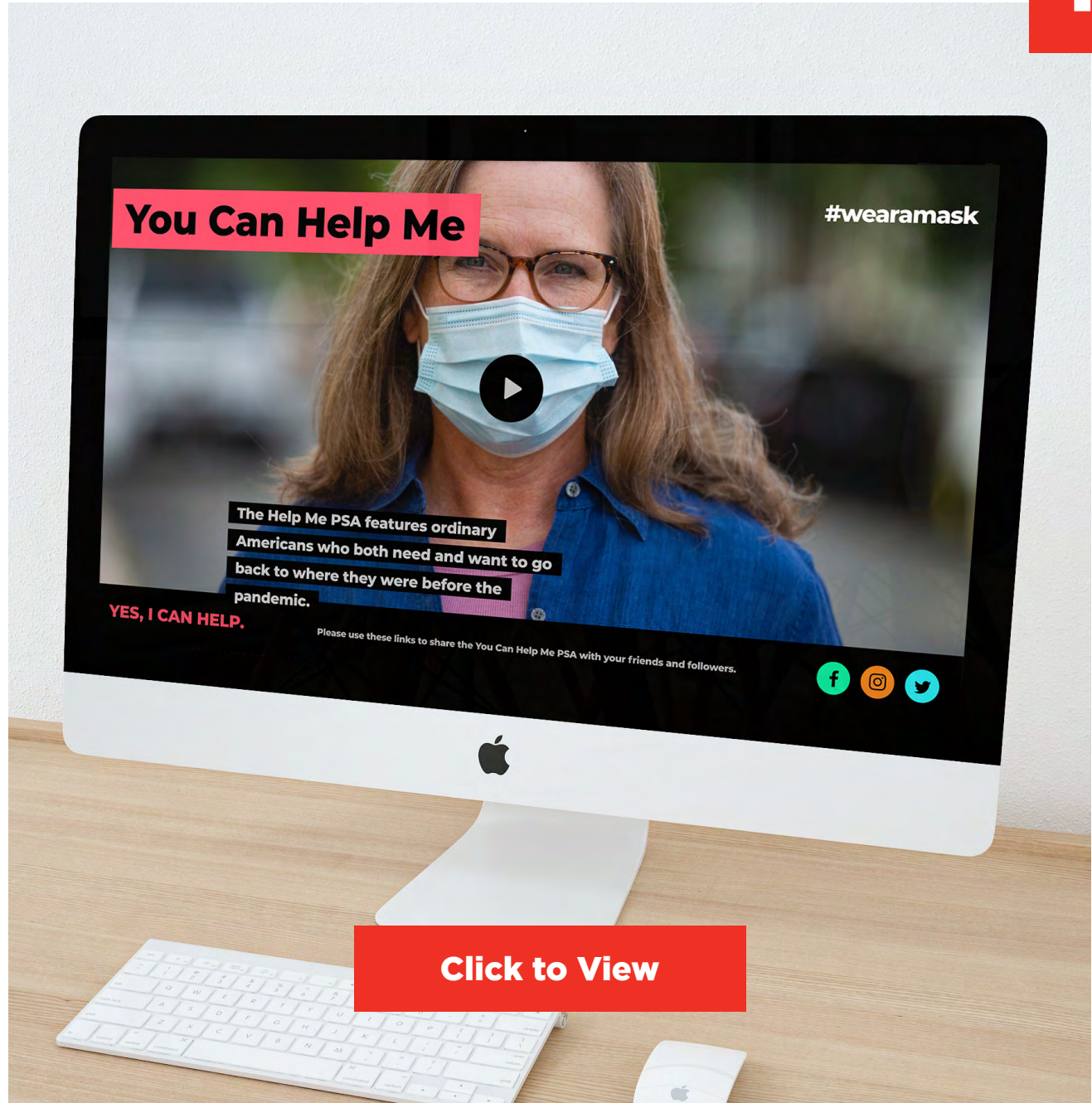
Are you an individual or organization that would like to become a sponsor or make a donation? [Join us.](#)

Are you a TV or radio station that would like to run the Help Me #wearamask PSA? [Get the commercial.](#)

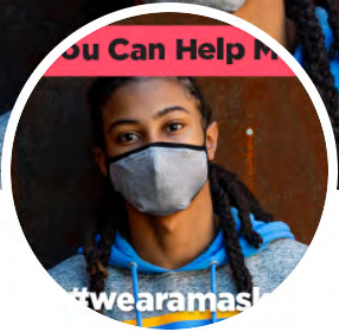
Are you an individual or organization that would like to share our campaign with your friends or followers? [Get involved.](#)

RIVERS

View all spots on



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### Help Me. Wear a Mask PSA

@WearAMask\_PSA

A campaign with the goal of depoliticizing masks to promote safely returning to some sort of normalcy amidst the COVID-19 pandemic.

[youcanhelpme.org](https://youcanhelpme.org) Joined October 2020



**You Can Help Me features ordinary Americans who both need and want to go back to where they were before the pandemic.**