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November 15, 2020

Mr. Kelly Butler
Director of Finance
Alabama Department of Finance
Alabama State Capital
600 Dexter Avenue, Suite N-200
Montgomery, Alabama 36130

RE: Report on ACCLINATE MOU (#NOWINCLUDED Program) for CARES Act Coronavirus Relief Funds

Dear Director Butler:

Since the execution of our MOU dated October 29, 2020, Acclinate's #NOWINCLUDED Program has worked in collaboration with the Alabama Conference of Black Mayors to increase community engagement within Alabama's underserved and minority communities.

The #NOWINCLUDED Program is (1) developing a coordinated dissemination of information on available COVID-19 testing and treatment, (2) developing and disseminating public health multi-media messaging, and (3) coordinating community healthcare workers to provide education and community engagement related to COVID-19.

Despite having only two weeks to perform for the first reporting period, the #NOWINCLUDED Program produced exceptional results and was seen by over 500,000 people. Below are detailed numbers related to the reach of the various communication channels. Also reported is Acclinate's expenditure of funds to date.

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MEASURED REACH

Channel	Oct. 30 – Nov. 15
#NOWINCLUDD Website Page Views *	1,181
#NOWINCLUDED Billboard Impressions**	507,957
#NOWINCLUDED Facebook/Instagram Post Impressions***	23,391
#NOWINCLUDED Twitter Impressions	1,700

**60% of #NOWINCLUDED website traffic originated from state of Alabama.*

*** #NOWINCLUDED billboards were positioned in the following Alabama zip codes: 35810, 35757, 35756, 35811, 35805*

****95% of #NOWINCLUDED Facebook impressions originated from the state of Alabama.*

EXPENDITURE OF FUNDS FOR OCT. 30 – NOV. 15

	BUDGETED	EXPENDITURES Oct. 30 – Nov. 15
DESCRIPTION		
STAFFING/PERSONNEL		
Project Management	\$22,000.00	\$11,000.00
Community Partners	\$12,200.00	\$6,100.00
Community Health Network Coordinators	\$18,000.00	\$9,000.00
Consultants	\$15,000.00	\$7,500.00
Total Staffing/Personnel	\$67,200.00	\$33,600.00
MULTIMEDIA & MARKETING		
Print/Media Kit Development	\$50,000.00	\$24,892.00
#NowIncluded Technology/Licenses	\$25,000.00	\$27,000.00
Promotion	\$10,000.00	\$1,837.00
Total Multimedia & Marketing	\$85,000.00	\$53,729.00
PAID MEDIA		
Paid Media	\$100,000.00	\$60,675.00

Total Paid Media	\$100,000.00	\$60,675.00
OVERHEAD		
Overhead	\$7,800.00	
Total Overhead	\$7,800.00	\$0.00
Total EXPENSES	\$260,000.00	\$148,004.00

We appreciate the opportunity to provide our services to the people of the State of Alabama. Acclinate's next report of the #NOWINCLUDED Program will be provided on December 15, 2020.

Please let me know if you have any questions or concerns.

Sincerely,



Delmonize A. Smith, Ph.D.
 CEO
 Acclinate
 del.smith@acclinate.com