

Brown, Brittany A. (HQ-NA020)

From: Parker, Brenna M. EOP/OVP <(b)(6)>
Sent: Thursday, September 30, 2021 11:16 AM
To: Lauren Vrazilek; Etienne, Ashley D. EOP/OVP
Cc: (b)(6).com; (b)(6).com; (b)(6).com; Brown, Brittany A. (HQ-NA020)
Subject: Re: [EXTERNAL] Invitation: YT + OVP Rollout Planning Meeting @ Tue Sep 28, 2021 9am - 9:30am (PDT) (b)(6)
Attachments: Get Curious Rollout (1).pdf

+ Brittany

From: Lauren Vrazilek <(b)(6)>
Date: Wednesday, September 29, 2021 at 12:27 AM
To: Ashley Etienne <(b)(6)>
Cc: "Parker, Brenna M. EOP/OVP" <(b)(6)> "(b)(6).com" <(b)(6).com>, "(b)(6).com" <(b)(6).com>, "(b)(6).com" <(b)(6).com>
Subject: Re: [EXTERNAL] Invitation: YT + OVP Rollout Planning Meeting @ Tue Sep 28, 2021 9am - 9:30am (PDT) (b)(6)

Hi Ashley -- I'm attaching our proposed rollout. Let us know what you think.

On Tue, Sep 28, 2021 at 3:27 PM Lauren Vrazilek <(b)(6)> wrote:

Love this! We have a very similar timeline coming your way soon -- I will merge them so it's all in one place.

On Tue, Sep 28, 2021 at 3:21 PM Etienne, Ashley D. EOP/OVP <(b)(6)> wrote:

Hey guys --

I thought about this and wanted to run the follow by you as it related to the YouTube special. I can keep building this out but wanted to run the big items by you. See below that we'd like to have one of the kids featured in it to introduce it at the VP's event.

Let me know your thoughts.

Ashley

Week of Oct 4:

- Tuesday – YouTube announces special
- Thursday –
 - The Today Show gets the exclusive to air the special
 - Airs YouTube special
 - Hosts announce the VP’s “Rising Stars” event and call on Americans to go out and explore the night skies
 - Jenna Bush and Al Rocker announce they will attend VP event and interview her
- Thursday – Sunday
 - Regional press hits/interviews with kids featured in the special
 - Air YouTube special and includes mention of the VP’s call to action
 - Other morning shows:
 - OVP gives VP’s video with call to action to other morning shows, flagging the YouTube special
 - Maybe book one of the kids in the special on a morning show other than The Today Show
 - Maybe book Mae Jemison, Deputy Administrator of NASA Pam Melroy or another female astronaut on other morning shows to lift up the YouTube special, talk women in, STEM, and the VP’s call to action, etc

TBD Week of Oct 18 – At VP’s “Rising Stars” event

- Air the YouTube special
- Have one of the kids featured in the YouTube special introduce the special
- Airs the YouTube Special

-----Original Appointment-----

From: (b)(6)@.com (b)(6)@.com>

Sent: Monday, September 27, 2021 2:14 PM

To: (b)(6)@.com; Etienne, Ashley D. EOP/OVP; Parker, Brenna M. EOP/OVP; (b)(6)@.com; (b)(6)@.com; (b)(6)@.com

Subject: [EXTERNAL] Invitation: YT + OVP Rollout Planning Meeting @ Tue Sep 28, 2021 9am - 9:30am (PDT)
(b)(6)

When: Tuesday, September 28, 2021 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where:

You have been invited to the following event.

YT + OVP Rollout Planning Meeting

When Tue Sep 28, 2021 9am – 9:30am Pacific Time - Los Angeles

Joining info Join with Google Meet

[meet.google.com \(b\)\(6\)@.com](https://meet.google.com/(b)(6)@.com)

Join by phone

(US) (b) (6) (PIN: (b)(6))

More phone numbers

Calendar (b)(6)

- Who
- (b)(6) .com - organizer
 - (b)(6)
 - (b)(6)
 - (b)(6) com
 - (b)(6) .com
 - (b)(6) .com

more details »

Going (b) (6) **Yes - Maybe - No more options »**

Invitation from Google Calendar

You are receiving this courtesy email at the account (b) (6) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://calendar.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. [Learn More.](#)

ATTACHMENT

**YouTube Originals // Get Curious
Proposed Rollout and Press Release**

Monday, October 4th

3pm ET: Embargoed press release with trailer sent to key outlets
*Embargo scheduled to lift on Tuesday, October 5th at 9am ET
*Would the VP include a quote in the release?

Exclusive clips given to a few of the following: Today Show, People, Entertainment Weekly, ET

Wide outreach to:

- General outlets: AP, NY Times, LA Times, Washington Post, USA Today, Wall Street Journal, Chicago Tribune, Vanity Fair, Forbes, Reuters, Newsweek, TIME, Essence, Ebony
- Entertainment trades: Variety, Hollywood Reporter, Vulture, Deadline, Mashable
- Science / kids outlets: Science News for Students, Exploratorium, Frontiers for Young Minds, National Geographic for Kids, Space Scoop, Smithsonian Tween Tribune
- Parenting/family press: Kidscreen, Cafe Mom, Fatherly, Motherly, Parents, Red Tricycle, Scary Mommy, KidNuz, TIME for Kids, Time Out NY Kids, SheKnows.com, Good Housekeeping, Working Mother, Teen Kids News, Newsday Kidsday, C21Kids
- Political outlets: Axios, Bloomberg, CNET, CNN, The Hill, The Atlantic, Slate, Politico, New Yorker, HuffPo, BBC

Tuesday, October 5th

9am ET: **YTO sends press release wide and embargo lifts**
YTO will distribute the final press release wide to our press list of 2,000+ national media contacts.

OVP will send to National press list and regional lists for California, Louisiana, New Jersey, Iowa, and Missouri

OVP sends a letter to teachers across the country

Thursday, October 7th

TBD ET: Show launches
Note: We were previously planning to do this at 9am ET. However, if VP were to go on a morning show, I'd like to have the show launch timed to her appearance so viewers can find it immediately after.

TBD ET: The Today Show gets the exclusive to air the special (or sneak peak)

Hosts announce the VP's "Rising Stars" event and call on Americans to go out and explore the night sky; Jenna Bush and Al Roker announce they will attend VP event and interview her

TBD: OVP social posts

TBD: YTO Kids + YTO Main (TBC) social posts

TBD: NASA Social posts

Thursday – Sunday

Regional press hits/interviews with kids featured in the special
Air YouTube special and includes mention of the VP's call to action

Other morning shows:

OVP gives VP's video with call to action to other morning shows, flagging the YouTube special

Maybe book one of the kids in the special on a morning show other than The Today Show

Maybe book Mae Jemison, Deputy Administrator of NASA Pam Melroy or another female astronaut on other morning shows to lift up the YouTube special, talk women in, STEM, and the VP's call to action, etc.

TBD Week of Oct 18 – At VP's "Rising Stars" event

Play the YouTube special at the top of the event

Have one of the kids featured in the YouTube special introduce the special

Coverage by Al + Jenna



**VICE PRESIDENT KAMALA HARRIS KICKS OFF WORLD SPACE WEEK
WITH NEW YOUTUBE ORIGINALS SPECIAL
"GET CURIOUS WITH VICE PRESIDENT HARRIS"**

**GLOBAL PLATFORM CONTINUES COMMITMENT TO KIDS AND FAMILY
EDUCATIONAL PROGRAMMING WITH NEW SPECIAL LAUNCHING
OCTOBER 7 ON THE [NASA](#) OFFICIAL YOUTUBE CHANNEL**

AND THE [YOUTUBE KIDS APP](#)

LOS ANGELES, CA, October 5, 2021 -- Kicking off World Space Week, YouTube Originals today announced “Get Curious with Vice President Harris,” a new special encouraging children to “get curious” about space. This once-in-a-lifetime event follows a group of lucky kids as they meet Vice President Kamala Harris, go on a scavenger hunt with clues delivered by NASA astronaut Shane Kimbrough from the International Space Station, and get unprecedented exclusive access to the Naval Observatory, where the Vice President lives. “Get Curious with Vice President Harris” will launch October 7 at 6am PT / 9am ET, on the [NASA](#) YouTube Channel and the [YouTube Kids](#) app.

ASK: QUOTE FROM VP

“We are honored to be working with Vice President Harris on this exciting special that encourages kids to ask questions and explore space,” said Nadine Zylstra, Head of Family, Learning and Impact for YouTube Originals. “Upholding our commitment to inspiring kids’ interests and learning, this special delivers quality, educational programming to our young viewers around the globe -- and it’s pretty cool to have the Vice President of the United States and astronaut Shane Kimbrough help us do it.”

In “Get Curious with Vice President Harris,” our kid explorers visit the Naval Observatory - where the Vice President lives - and speak with Vice President Harris about her role as head of the Space Council. The students are sent on a journey around the naval observatory; at each stop they receive a new clue from NASA astronaut Shane Kimbrough that helps them find a puzzle piece. They continue to discover new puzzle pieces until they have all the tools needed for a DIY telescope. The kids and viewers at home will learn how to make their own simple telescope to look at the stars. Through this out of this world experience, kids will discover all the cool things you can uncover if you just ‘get curious!’

“Get Curious with Vice President Harris” is produced by Sinking Ship Entertainment. Susanne Daniels is Global Head of Original Content for YouTube. Nadine Zylstra serves as Head of Family, Learning and Impact for YouTube Originals. Lauren Vrazilek and Laurel Stier oversee the special for YouTube Originals.

ASSETS:

Key art can be found [here](#).

The “Get Curious with Vice President Harris” preview/sizzle can be found [here](#).

Press interested in embedding the “Get Curious with Vice President Harris” sizzle directly into their stories can use this link: [XX](#)

About You Tube Kids & Family Originals:

“Get Curious with Vice President Harris” is the latest addition to an expanding roster of YouTube Originals focused on kids and family, including the award-winning “[Lockdown](#),” and recent hits such as “[BookTube Jr.](#)” “[The Workout Badges](#),” “[Growing with Lottie Dottie](#),” “[Kid Correspondent](#),” “[Break the Record](#),” “[Super Sema](#),” “[Pinkfong Wonderstar](#),” “[Sherwood](#),” “[We Are Savvy](#),” “[Hyperlinked](#),” “[Fruit Ninja Frenzy Force](#),” “[Kings of Atlantis](#)” and “[DanTDM Creates A Big Scene](#).” Shows on the YouTube Originals for Kids & Family channel can be found [here](#).

About YouTube Originals:

YouTube Originals are award-winning series, specials and livestream events for YouTube’s two billion active monthly users that entertain, inspire, connect, and educate audiences through authentic storytelling from YouTube creators, music artists and celebrities. By tapping into the platform’s growing global community, fan engagement product capabilities, and innovative content, YouTube Originals amplify the most popular and unique aspects of YouTube. Fans can experience YouTube Originals content for free through the standard YouTube platform (ad-supported), or through a paid subscription to YouTube

Premium, which adds ad-free, bonus/exclusive content, and early binge access to select programming. YouTube Originals are available in over 100 countries worldwide. Keep up with the latest YouTube news by visiting the global platform's official blog at <https://blog.youtube/>.

About Sinking Ship Entertainment:

Sinking Ship Entertainment is an award-winning production, distribution and interactive company specializing in family and kids' live action and CGI blended content. Since opening its doors in 2004, Sinking Ship has produced over 500 hours of content, and through their globally recognized in-house distribution division, has sold to over 200 countries internationally. The company has rapidly earned a global reputation for high quality, ground-breaking original series and companion interactive experiences. Overall, Sinking Ship has won 21 Daytime Emmy® Awards and a variety of other international awards including BAFTA, Canadian Screen Awards, Youth Media Alliance Awards, Fan Chile Awards, Parents Choice Awards, the Shaw Rocket Prize, and the Prix Jeunesse International. In addition to its critically-acclaimed productions, Sinking Ship operates a cutting-edge VFX and Interactive Studio, creating multi-platform digital experiences and interactive content for audiences around the globe. For more information, visit the Sinking Ship [website](#), [Facebook](#), [Twitter](#), and [Instagram](#).

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For more information or press inquiries, please contact:

Nicole Parker at (b) (6)