



**Virtual Press Briefing – August 26, 2020**  
**COVID-19 Alcohol Deregulation is Not the New Normal**

- Intro Video Clip
- Bruce Lee Livingston welcomes all, frames the conversation, introduces a 1 min. video clip of the June 17, 2020 CNN news story on the Jacksonville, FL COVID-19 victims who contracted the virus at a bar. Bruce introduces the CALL to ACTION - text REGULATE to 313131
- Bruce introduces **Jason Wilson**, M.D. from FL who will speak for 2-3 min. about his experiences on the frontline dealing with COVID-related alcohol harm.
- Bruce introduces **J.P. Dorval** from OH who will speak for 2-3 min. about his state's successes and challenges in reducing COVID-related alcohol harm.
- Bruce introduces **Linda Bosma** from MN who will speak for 2-3min. concerns of addressing economic problems not done at the cost of increased alcohol abuse and addiction in Minnesota communities
- Bruce introduces **Tom Greenfield** from ARG (CA) who will speak for 2-3 min about data supporting how state deregulation or regulatory relief of alcohol during the pandemic should not become the new normal
- Bruce introduces **Gilbert Mora**, Co-Chair of California Alcohol Policy Alliance who will speak for 2-3 min about COVID-driven alcohol deregulation in California.
- Bruce introduces a 1 min. video clip by Will Jones from Washington, DC
- Bruce introduces the CALL to ACTION then introduces a "Lightening Round" of speakers from other states who will each have 30 sec. to 1 min. to give a snapshot of the alcohol/CORONA-19 situation in their state
  - **Don Zeigler (IL)**
  - **Barry Schmidt (MI)**
  - **Jeff Hanley (PA)**
- Bruce presents questions to the various speakers that have been submitted ahead of time through eMail, Zoom and the social media channels.
- Bruce concludes the event with a **Call to Action**, directing viewers to **Text the word REGULATE to 313131** to send a message to their Governor that alcohol deregulation is not the new normal, that deregulations must be temporary, that advocates for public health, harm prevention and reduction deserve a seat at the table whenever state alcohol policy is discussed, and that states would all benefit from reduced hours of service during the pandemic and not reopening before it is safe to do so.
- Outro Video Clip