

# Biden Administration Announces Ad Campaign to Combat Vaccine Hesitancy | The New York Times

By Annie Karni

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WASHINGTON — The Biden administration on Thursday morning announced an ambitious advertising campaign intended to encourage as many Americans as possible to be vaccinated against the coronavirus.

The campaign, with ads in English and Spanish that will air throughout April on network TV and cable channels nationwide, as well as online, comes as the administration is rapidly expanding access to coronavirus vaccines but skepticism about the vaccines also remains high.

President Biden announced last week a new goal of administering 200 million doses by his 100th day in office, doubling his initial goal of “100 million shots in the arms” of Americans that he set when he was inaugurated. And last month, in an address to the nation, he announced a goal of making all adults in the United States eligible for a vaccine by May 1. Governors and public health officials in more than 40 states have said that they will meet or beat that deadline.

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