

ANGUS S. KING, JR.  
MAINE

133 HART SENATE OFFICE BUILDING  
(202) 224-5344  
Website: <https://www.King.Senate.gov>

United States Senate  
WASHINGTON, DC 20510

COMMITTEES:  
ARMED SERVICES  
ENERGY AND  
NATURAL RESOURCES  
INTELLIGENCE  
RULES AND ADMINISTRATION

December 14, 2020

Reed Hastings  
Chairman and Chief Executive Officer  
Netflix, Inc.  
100 Winchester Circle  
Los Gatos, CA, 95032

Mike Hopkins  
Senior Vice President of Prime Video and Amazon Studios  
Amazon, Inc.  
410 Terry Avenue  
Seattle WA 98109

Rebecca Campbell  
Chairman, International Operations and Direct-to-Consumer  
Walt Disney Company  
500 South Buena Vista Street  
Burbank, CA 91521

Tim Cook  
Chief Executive Officer  
Apple, Inc.  
1 Apple Park Way  
Cupertino, California, 95014

Jason Kilar  
Chief Executive Officer  
WarnerMedia  
1050 Techwood Drive, Northwest  
Atlanta, GA 30318

Dear Messrs. Hastings, Hopkins, Cook, Kilar, and Ms. Campbell:

As organizations around the country continue to respond to the spread of the novel coronavirus, or COVID-19, I am reaching out to discuss and consider the unique role that your companies play in providing content-based activities this holiday season. Specifically, I encourage you to temporarily remove any cost considerations for use of your services for current non-subscribers as a public service to who are seeking to remain safe and indoors this holiday season, as opposed to the risks involved as the nation sees a dramatic surge in pandemic cases.

AUGUSTA  
4 Gabriel Drive, Suite 3  
Augusta, ME 04330  
(207) 622-8292

BANGOR  
202 Harlow Street, Suite 20350  
Bangor, ME 04401  
(207) 945-8000

BIDDEFORD  
227 Main Street  
Biddeford, ME 04005  
(207) 352-5216

PRESQUE ISLE  
169 Academy Street, Suite A  
Presque Isle, ME 04769  
(207) 764-5124



The Centers for Disease Control and Prevention (CDC) has issued guidance recommending that specific community actions be taken to limit the exposure of the virus, and has additionally encouraged Americans to avoid their usual holiday travel to reduce transmission of the coronavirus<sup>1</sup>. We believe that your companies are in a unique position to help families cope with the effects of this health emergency on typical holiday traditions.

The novel coronavirus has sickened more than 15 million people and killed nearly 300,000 to date.<sup>2</sup> There have been over 14,000 positive cases of COVID-19 in Maine alone. As the pandemic has caused medical, financial, and personal hardship for millions across the country, options for responsible, socially distanced entertainment have also remained limited. Many Americans have already turned to your platforms as “safe at home” tools, responsible alternatives to public gatherings at locations like movie theaters, concert venues, and sports arenas. Yet as the weather grows colder across much of the country and safe outdoor recreation options are further restricted, Americans are faced with even further social isolation—and increased free time—during the holidays. This is a risk; it could also be an opportunity for creative, socially responsible thinking.

At this time, we must find ways to incentivize people to follow guidance from the CDC, their employer, local public health officials, or school leaders. Unfortunately, some Americans are likely to choose to ignore public health advice and carry on their typical holiday traditions instead of remaining safely at home. While your platforms would likely experience greater traffic as a consequence of extending service, we encourage you to provide temporary service at no cost to non-subscribers as a way to encourage people to make responsible choices and safely navigate this holiday season.

I look forward to hearing what steps you see feasible and able to be accomplished to limit the health emergency that COVID-19 is posing at this difficult time. Stopping the spread of COVID-19 and mitigating its economic and social impacts requires a whole-of-society effort, and this holiday season the social fabric of our society is particularly strained. We encourage you to do everything you can to support and assist American families.

Thank you in advance for your attention to this matter. Please feel free to reach out to my office at 202-224-5344 if you have any questions. I am anxious to hear your response.

Sincerely and happy holidays,



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Angus S. King, Jr.  
United States Senator

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<sup>1</sup> COVID-19: Holiday Celebrations. (December 8, 2020). Available at: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays.html>

<sup>2</sup> CDC COVID Data Tracker. (December 8, 2020). Available at: <https://covid.cdc.gov/covid-data-tracker/>