From: Daniel, Katherine Lyon (CDC/DDPHSIS/OD)
Sent: 11 Mar 2020 13:24:36 +0000
To: Sokler, Lynn (CDC/OD/OADC);Gaines-McCollom, Molly (CDC/OD/OADC)
Cc: Mitchell, Jennifer R. (CDC/OD/OADC)
Subject: RE: COVID Communication and Media Strategy Plan
Attachments: CDC_Comms and Media Strategy for COVID-19_3-5-20-mgm_LS KLD.docx

Here is the next version. I edited in everything except the table, which we had discussed yesterday. I would like to take another stab at cutting it back but first need some of my overall comments/questions addressed about how necessary some of these main sections are.
Still very duplicative but I got as far as I could this morning. Also, seems that Dagny/Sara B were also working on this document, should we bring them in too?
KLDF

From: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Sent: Monday, March 9, 2020 5:37 PM
To: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>
Cc: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>; Gaines-McCollom, Molly (CDC/OD/OADC) <iwg9@cdc.gov>
Subject: COVID Communication and Media Strategy Plan

Katherine,
Please see our comments and edits attached.
Thanks, Lynn

Lynn A. Sokler|Senior Communication Advisor|Office of the Director|Office of the Associate Director for Communication| Centers for Disease Control and Prevention|Mailing: 1600 Clifton Road MS-E-69| Atlanta, GA 30329| zsz0@cdc.gov| office 404-498-6617 |bus. cell 404-409-5556|fx 404-498-0945



DRAFT CDC Communication and Media Strategy for the Coronavirus Disease 2019 Response

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