From: Sokler, Lynn (CDC/OD/OADC)
Sent: 13 Mar 2020 17:59:26 +0000
To: Daniel, Katherine Lyon (CDC/DDPHSIS/OD)
Cc: Gaines-McCollom, Molly (CDC/OD/OADC);Sokler, Lynn (CDC/OD/OADC)
Subject: RE: CDC Comms and Media Strategy
Attachments: CDC_Comms and Media Strategy for COVID-19_3-13-20_LS.docx

Hi, did another pass at this. (b)(5) (b)(5) After this, what are your next steps?
Thanks, Lynn

From: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Sent: Friday, March 13, 2020 9:49 AM
To: Gaines-McCollom, Molly (CDC/OD/OADC) <iwg9@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>
Cc: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Subject: RE: CDC Comms and Media Strategy

Wait, let me do another pass at this - hope this afternoon. Thanks, Lynn

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From: Gaines-McCollom, Molly (CDC/OD/OADC) <iwg9@cdc.gov>
Sent: Friday, March 13, 2020 9:40 AM
To: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Subject: RE: CDC Comms and Media Strategy

Here you go!

From: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>
Sent: Friday, March 13, 2020 9:38 AM
To: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>; Gaines-McCollom, Molly (CDC/OD/OADC) <iwg9@cdc.gov>
Subject: RE: CDC Comms and Media Strategy

Can you join the call now?

From: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Sent: Friday, March 13, 2020 9:37 AM
To: Gaines-McCollom, Molly (CDC/OD/OADC) <iwg9@cdc.gov>
Cc: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Subject: RE: CDC Comms and Media Strategy

Good, (b)(5)

Katherine – what are next steps?.

From: Gaines-McCollom, Molly (CDC/OD/OADC) <iwg9@cdc.gov>
Sent: Friday, March 13, 2020 9:32 AM
To: Sokler, Lynn (CDC/OD/OADC) <zsz0@cdc.gov>
Cc: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>
Subject: CDC Comms and Media Strategy

Lynn – ready for you[redacted] I recommend [redacted]

See what you think.

Molly Gaines-McCollom, PhD, MPH
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
404.639.5061 work / 404.769.7956 cell
MGainesMcCollom@cdc.gov

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

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