From: Gaines-McCollom, Molly (CDC/OD/OADC)
Sent: 13 Mar 2020 13:32:17 +0000
To: Sokler, Lynn (CDC/OD/OADC)
Cc: Daniel, Katherine Lyon (CDC/DDPHSIS/OD)
Subject: CDC Comms and Media Strategy
Attachments: CDC_Comms and Media Strategy for COVID-19_3-13-20.docx

Lynn – ready for you! (b)(5) I recommend moving your (b)(5)

(b)(5)

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

.....2

.....3

.....3

.....4

.....6

.....7

(b)(5)

.....8

.....9

.....12

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)

(b)(5)