

PHPS Class: Working With Media

When: August 10, 2000

Time: 2 p.m. - 3.30 p.m.

Instructors: Gail Hayes and Suzi Gates, CDC Office of Communication

Objective: Familiar attendees with concepts of social marketing, message development, and media interview tools, techniques and tips.

Background: Over the years, the term SOHCO has been institutionalized at CDC. It stands for Single Overriding Health Communication Objective or in other words, key messages that you want your primary and secondary audiences to know.

Your Homework Prior to Class: Please select a health issue and write SOHCO's to support it. Your issue can be one that you are currently working or one that your section or branch worked in the past.

Attached is a blank SOHCO work sheet and an example of a completed SOHCO work sheet. Please write your own SOHCOs and be prepared to deliver your messages during the on-camera mock media interview scenarios.