

Single Overriding Communications Objective (SOCO) Work Sheet*

Key Message:

In one brief paragraph, state the key point or objective in doing the interview or press event. This statement should reflect what you would like to see as the lead paragraph in a newspaper story or broadcast news report.

Key Facts:

What are the three facts or statistics you would like the public to remember as a result of reading or hearing about this story?

- 1.
- 2.
- 3.

Target Audience:

Who is the main audience or population segment you would like this message to reach?

- Primary:
- Secondary:

Interview Objective:

What is the one message the audience needs to take away from this report/interview?

Primary Media Contact

Who in your office/organization will serve as the primary point of contact for the media?

- Name:
- Phone:
- Date and time available:

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