Single Overriding Communication Objective (SOCO) Worksheet

# PURPOSE

*Advisories need a clear, consistent message. The SOCO (Single Overriding Communication Objective) Worksheet is a tool to create a specific message. By thinking about the message you want to communicate, you will be more likely to effectively share your thoughts and avoid potential pitfalls.*

# DIRECTIONS

*Work with one another to complete the SOCO Worksheet. Answer each question. Use the results to guide your answers during the panel discussion.*

..........................................................................................................................................................................

## Key Message: Provides Meaning and Context

In one brief paragraph, state the key point or objective you want to communicate.

**Key Facts**

What are the three most important facts you need an individual to understand about the objective that you are communicating?

## Target Audience

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

Primary Audience:

Secondary Audience:

Tertiary Audience:

Single Overriding Communication Objective (SOCO) Worksheet, cont’d

## Communication Objective:

What is the one message or action someone needs to understand?

##