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| **Program/Project Name:**  |  | **Desired Length:**  |  |
| **Main Contact:** |  | **Due Date:**  |  |

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| **Content/Story Topic***Clearly define the main topic for this piece of content.* |
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| **Target Audience***Demographics and psychographics of the intended audience. Do we know anything unique about them that would make this topic specifically relevant to them?* |
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| **Angle/Positioning***What are the key programs, features, services or hooks that should be highlighted based on what you know about the uniqueness of the topic crossed with the target audience?* |
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| **Call to Action/Mandatory Elements** *Does this need to drive to a URL, 800 number or any other action? Are there any logos, photos, legal requirements, disclosures, etc., that must be included? (Feel free to attach background material and include all logos in native file formats.)*  |
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| **Things to Keep in Mind***Anything else we should know about this request?*  |
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Potential Interview Sources

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| --- | --- | --- |
| **Name** (include assistant if applicable) | **Phone/Email** | **Confirmed on:** |
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