

<b>Briefing Content for news article submissions</b>			
<b>Proposed title of article</b>	<b>Target Audience</b>	<b>Contact person</b>	<b>Publication date</b>
[Max. 8-10 words.]	[Specific stakeholders? General public?]	[Final approval of content by: name, title, e-mail.]	[Proposed date]
<b>Content details</b>			
<b>Summary of the article</b>	[Max. 50 words. Please provide a brief summary of the story that you would like to share; answer the questions what, who, when, why, where, how etc.]		
<b>What is the main message / key take away for your audience?</b>	[Max. 50 words. What should people remember after reading this article?]		
<b>Why is this important for our organization?</b>	[Max. 50 words. What is its impact of the work, how does this story link to our Vision and Mission, other initiatives, e.g. Europe's Beating Cancer Plan/Mission on Cancer? ]		
<b>Timing</b>	[Is there a specific date/time to publish? Linked to an event or news jacking?]		
<b>Who should be involved?</b>	[Whom to include in aligning the messaging?]		
<b>Value Proposition (Impact Plan Approach) (which Problem/Gap/Need did you solve or are you going to solve?)</b>	[Which needs/problems/questions of the audience(s) will be addressed? Where/ how does it link to our mission: reducing the impact of cancer for patients, care providers, partners, policy makers and/or society? Or our Science Calendar?]		
<b>Outcome/Solution</b>	Please explain what outcome or solution your project/research/innovation/collaboration offers. What's the added benefit?		
<b>Challenges</b>	Have there been any challenges? If yes, please explain briefly what they were and how you overcame them.		
<b>Which proof point are worth mentioning?</b>	[Max. 100 words. What is the added value, what successes did you achieve, reactions / quotes from target groups, any demos?]		
<b>Who are involved?</b>	[Max. 50 words. Please include 1 -3 quotes of important stakeholders and add their name and function title.]		

<b>What is the contribution of our organisation?</b>	[Max. 50 words. Collaboration with, initiative from and involvement of our own people?]
<b>What are the next steps?</b>	[Max. 50 words. E.g. further development, strengthen collaboration, new project phase etc.] [When is this expected to be completed?]
<b>Additional information</b>	
<b>Background materials</b>	[Please provide all relevant background materials, like open access links, articles, press releases and/or URLs.]
<b>For social posts</b>	[Which hashtags ? People/orgs to mention?]
<b>What visual material is available?</b>	[Please provide all available visual material along with this briefing form, as this helps determine what communications channel best meets your needs.]
<b>Pictures</b>	[Please send 1-3 high res. images related to the story and provide a subscript (who is on the picture from left to right, where was the picture taken, what's happening etc.)]
<b>Privacy</b>	[Can this content be shared outside our organisation? Has JZ / other stakeholders been consulted]
<b>Key contact</b>	[Who can we refer to in the article for more information and press questions?] Input provided by: ..... For more details, contact: ..... e.g. Project Lead: .....