

Written Content Production Brief

Client/Company:

Contact Name:

Contract #:

Fifth Story Producer:

Before we commence with writing and production, please respond briefly in writing to the following questions/requests. Please provide as much information as possible in order to help our editorial team meet your project goals and objectives.

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What do you hope to achieve with this piece of content?

Who is your target audience? How will they benefit from your program/service/product?

What are your key messages? Provide and describe key points on the program/service/product that you would like to highlight.

What is newsworthy/unique/unusual about it? Please provide a brief story idea or suggested angle for the audio news release. (For example: Industry trends, success stories, recent research/statistics, human interest, etc.)

Will there be a call-to-action?

Please provide the following (If applicable): Any relevant website links, press releases, PowerPoint presentations relevant news releases you may have on hand.

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Additional comments or information: