

Storytelling Checklist

Use this checklist for guidance on the types of elements needed to effectively tell a CMU story, and how to best engage with UCM to create the most effective university-level leveraging opportunities.

Strategic Objective(s): *What the project is about and why it's important – does it align with the [strategic framework](#) of the university? Does it follow the [style guide for news content](#)? If so, please engage with UCM early in the concept phase to collaborate on the following considerations.*

Project Name:

Project Lead (include school/college/unit):

Target Audience(s): *Who are you trying to reach?*

Key Messaging: *What is the main takeaway for your intended audience?*

Deliverables: *What visuals do you need to effectively tell your story?*

- Visuals: *Include needs for news stories, social media, paid media*
 - Photography
 - Video
 - Illustration
 - Graphics

Distribution: *On what channels will this content be distributed (owned, earned, paid)?*

Timeline: *When do you want this content to go live?*

Key Stakeholders/approvals: *Who needs to be on the approval chain for this content?*

Final creative assets approval:

Brian James

Final overall storytelling approval:

April Kaull