

**LEWIS-BARNED & ASSOCIATES
BRIEFING TEMPLATE**

<p>Deadline for completion by LBA</p> <p>Write to first, second or final draft (complete)</p>	
<p>Media (Publication title (if applic), web, blog, print)</p> <p>Readership (eg, HCP or patient)</p> <p>Country or market</p>	
<p>Working Title (if known)</p>	
<p>Synopsis</p> <p><i>What story are you telling? (What? Where? Why? When? How? Who?)</i></p> <p><i>Why is it newsworthy? (if applic)</i></p> <p><i>Why are you telling it now? (what's new/changed?)</i></p> <p><i>Where does this piece fit into wider project (if applic)</i></p>	
<p>Key messages</p> <p><i>What key points do you want the audience to take away?</i></p> <p><i>What's the call to action?</i></p>	
<p>Background material:</p> <p><i>What's the history/ context?</i></p> <p><i>What sources/ references are available to LBA (if any)?</i></p> <p><i>What about illustrations/pictures</i></p>	

<p><i>etc? Is LBA responsible for sourcing?</i></p> <p><i>Where can readers find out more?</i></p>	
<p>What do you want the audience to do as a result of reading this piece?</p>	
<p>Treatment, tone and style</p>	
<p>Desired word count (max/min)</p>	
<p>Story contributor/s Interviews with key team members and interviewee availability</p>	
<p>Commissioner's contact details</p>	