**[A blue and white sign

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**Request Form**

REQUESTOR'S NAME & DEPARTMENT

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CONTACT INFORMATION

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CONTENT TITLE/TOPIC

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CONTENT DESCRIPTION

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TARGET AUDIENCE

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OBJECTIVE

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CONTENT TYPE

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KEY MESSAGES

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TONE & STYLE

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DEADLINE

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DISTRIBUTION CHANNELS

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REQUIRED ELEMENTS

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REFERENCE MATERIALS

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APPROVAL PROCESS

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ADDITIONAL NOTES/REQUESTS

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