

JOB TITLE AND DESCRIPTION

In Brief – Issue 2, November (stakeholder issue) digital only version

KEY DATES:

Action	Duration	Responsibility	Deadline (date)
Draft issue structure	1 day	FH	
Amend - approve structure	2 days	BBC	
Draft articles	5 days	FH	
Amend – approve articles	5 days	BBC	
Artwork articles	5 days	FH	
Amend – approve artwork	2 days	BBC	
Final artwork to FH Studio	2 days	FH	
Approve final version	2 days	BBC	
Email distribution to stakeholders	5 days	FH	

CONTENT:

What?	Topic:	Content/ key messages:	Source(s):
Lead feature (front page, ¾ page):		<ul style="list-style-type: none">	<ul style="list-style-type: none">
Feature 2 (front page, ¼ page).		<ul style="list-style-type: none">	<ul style="list-style-type: none">
Feature 3 (page 2, 1 page):			<ul style="list-style-type: none">
Feature 4 (page 3, ¾ page):			<ul style="list-style-type: none">
Feature 5 (back page, half page):	Ask TV Licensing	<ul style="list-style-type: none">Regular 'Ask TV Licensing' section which invites recipients to email us (include active email link) with any questions they get asked on a regular basis by clients	<ul style="list-style-type: none">

Feature 6 (back page, ¼ page):	Ways to pay	<ul style="list-style-type: none"> Regular section outlining basic information and contact details for each of the ways to pay (include active links to individual website sections) 	<ul style="list-style-type: none"> Approved copy from previous In Brief
Feature 7 (back page, ¼ page):	Your feedback	<ul style="list-style-type: none"> Regular section inviting feedback on In Brief and providing Campaign Office details (include active link to team email) 	<ul style="list-style-type: none"> Approved copy from previous In Brief