A black and grey logo

AI-generated content may be incorrect.

**AWI Communication Report Template**

This communication report template provides a basic overview of AWI projects and is to be filled out for content briefs for AWI press releases.

**Content brief for AWI press releases**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date:** |  | **Project lead:** |  |
| **Dept:** |  | **Contact:** |  |
| **To:** |  | **CC:** |  |
| **Project:** |  | **Phone:** |  |

**Name of project**

**Name of research body**

**Name(s) of any other project co-funding bodies**

**Name(s) of any other organisations involved (and specify how they are involved)**

**Project start date**

**Project end date**

**Other key dates (e.g. key milestone report(s), events, product launch)**

**Main objectives of the project (approx. 150 words)**

**Project summary (approx. 250 words)**

**Project (and key milestone) outcomes and outputs (approx. 250 words)**

**Benefits for woolgrowers and wool industry (approx. 150 words)**

**Is the project related to other AWI-funded or other past/present research**

**Potential/actual next steps in the research project**

**Name(s)/role(s)/contact details of the potential spokesperson/people.**

**Name(s)/role(s)/contact details of the key personnel in the project that can be contacted for information for communication purposes (if different from above)**

**Current images/video assets and potential opportunities**