[INSERT VIDEO TITLE]

*March 2016*

Drafted by: [Insert name, office, ext, and email]

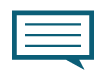
**CONTACT INFORMATION & CLEARANCES**

*All PASC outreach plans must receive clearance from office leadership before moving forward with implementation. Please mark an (X) next to your name and clear* ***no later than [insert date]***

|  |  |
| --- | --- |
| **Project POCS** Paper_Icons.png | **Cleared By** Check_Icons.png |
| * Video Producer: * Project Manage: Daniel Bowens | * Kevin Barta, Digital () * Nathan Arnold, Press () * [Insert name, insert office]- () |

**A. VIDEO DESCRIPTION** (Describe what the video is about visually and include what media assets the video will include, e.g. interviews, broll, photos, animations )

* **Brief**
* **Script**
* **Interview Questions (if applicable)**

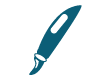
**B. KEY MESSAGES** 

* FILL IN

**C. GOALS (for the video, not the program)**

**D. TARGET AUDIENCE**

* FILL IN

**E. STYLE/DESIGN** (What kind of “look” will the video have?)****

* INSPIRATION VIDEO(s)
* MUSIC TRACKS
* STORYBOARD (link to, if necessary)

**G. DISTRIBUTION PLATFORMS & SHARING**

* Email [videos.9ebc7@zapiermail.com](mailto:videos.9ebc7@zapiermail.com) with a subject line that is the exact title of the Video Plan, when completed.
* Hashtag for video: [insert]
* Social Media platforms
  + ECA YouTube & Vimeo
  + ECA Facebook (list any specific handles or tags)
  + ECA Twitter (list any specific handles or tags)
  + Instagram (list any specific handles or tags)
  + A/S Twitter (list any specific handles or tags)
* Websites:

⃞ ECA

⃞ Exchanges

⃞ EducationUSA

⃞ StudyAbroad

⃞ Alumni

⃞ American English

⃞ J-1 Visa

Email:

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PA\_ODE - Jaclyn Cole: [ColeJA@state.gov](mailto:ColeJA@state.gov) (while Sarah is on leave)

R front Office - Mary Nagel: [NagelME@state.gov](mailto:NagelME@state.gov)

IIP - Jason Katz (Director of Video/ IIP): [KatzJX@state.gov](mailto:KatzJX@state.gov)

IIP ShareAmerica - [ShareAmerica@state.gov](mailto:ShareAmerica@state.gov)

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IIP Regional Offices - IIP[Region]@state.gov

PA/IME, Media Hubs - Emma Marwood, [MarwoodE@state.gov](mailto:MarwoodE@state.gov)

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* ECA Policy Officers

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⃞ WHA - Andrea Corey, [CoreyAD@state.gov](mailto:CoreyAD@state.gov)

* Regional Social Media Coordinators  
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⃞ EUR - Matt Jacobs, [JacobsMT2@state.gov](mailto:JacobsMT2@state.gov)

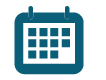
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⃞ WHA - Brian Drozd, [DrozdBJ@state.gov](mailto:DrozdBJ@state.gov)

* ECA Program Officer: Kelsey or Adam add office contact email addresses
* Other stakeholders that were involved. - e.g. external partners.

**H. SCHEDULE, DEADLINES, & HOURS** 

* FILL IN’

**I. BUDGET **

* FILL IN