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| **5W1H** | **Communication Product Scope Form**Submitted:Approved: |
| **WHO** | is the requester? |
| is the audience? |
| is paying for it? |
| is the approver? |
| **WHAT** | do you need? |
| size is it? (how long, how big) |
| is the medium? |
| is the budget? |
| **WHERE** | are we delivering it? |
| are you using it? |
| is it being stored? |
| is it going when you’re done? |
| **WHEN** | do you need it? |
| does your audience expect it? |
| does it expire? |
| is the first draft due? |
| **WHY** | are we doing this? (business objective, behavioral outcome, communication goal) |
| **HOW** | do you want to work with us? |
| many meetings do you want to have? |
| many hours should this take? |
| will we know we’re successful? |