

# Is it a Homepage Feature Story?

Fill out the checklist below to find out whether your story is appropriate for the gatech.edu homepage. Homepage feature stories must meet the requirements in Parts 1, 2, and 3.

STORY CONCEPT	
<b>Subject:</b>	
<b>Basic concept:</b>	
<b>Georgia Tech individuals related to story:</b>	
<b>Estimated timing and reasoning:</b>	

## BRAND ALIGNMENT CHECKLIST

### PART 1

The story topic is of interest to at least one of the following gatech.edu target audiences:

- Prospective students and their families       Alumni
- Prospective partners                                       Visitors

### PART 2

The story illustrates at least one aspect of these strategic areas:

- Research:** Georgia Tech’s world-class research addressing the critical challenges of our times. Stories about our work in one of the following areas are encouraged: energy and sustainability; health; security and defense; manufacturing; materials; and robotics.
- Reputation:** Georgia Tech’s position as a highly respected technology-focused learning institution.
- Academic rigor:** Georgia Tech students and faculty excellence in scholarship.
- Innovation:** Georgia Tech’s leadership in innovative solutions.
- Economic Impact:** Georgia Tech’s key contributions to the economic development and vitality of the city, state, and region.
- Global Engagement:** Georgia Tech’s expanding global footprint and influence.

### PART 3

The story includes at least one of these elements:

- People:** The people at Georgia Tech, and/or the people who have been impacted will bring these stories to life. In other words, we want to find people who are on the front lines of the topic we are writing about and let them tell their stories.
- Experts:** Experts lend features authority and credibility, and Georgia Tech has plenty of them. Our stories will include interviews with Tech faculty and researchers who have studied the subject.
- Facts and Stats:** Features also need plenty of facts and statistics to back up what we write about. Some evidence can be anecdotal and given through a good quote. But in the end, there’s no substitute for hard numbers.
- The Big Picture:** While these features focus on Georgia Tech, we want to give a broader perspective when possible. For example, if we are writing about research, we’ll want to spell out what the findings mean for the greater good.

If the story meets all the requirements, email this completed form to Dave Holston, Sr. Director of Creative and Brand Strategy

\*Your name and contact information