

Awards 2017 – entry kit



*Beat the
deadline.
Save money!
Relax!*

Early Bird: 07 April 2017

Final deadline: 28 April 2017

Join us at the National Awards dinner to find out who the winners are on 29 September at the Intercontinental London Park Lane Hotel

**Institute
of Internal
Communication**

The power within

Welcome to the IoIC Awards 2017

Demonstrate your brilliance...

What work has made you most proud in the past year? What have you done that has really made a difference? We would love to know.

Internal Communication is, more than ever, at the heart of organisations. IC professionals have an increasing strategic focus and work more collaboratively within communication and engagement teams with professionals from other disciplines. As we strive to inform, excite and engage our colleagues, we find ever more new and interesting ways to communicate with them. We are embracing creativity and technology in our day to day work and we are getting more sophisticated at measuring the impact of what we do.

The IoIC is the only independent and not-for-profit organisation solely dedicated to promoting a deeper understanding of internal communication and helping our members to be the best they can be – today, and in the future. It has more than 65 years of experience in driving the profession forward through qualifications, career development, thought leadership and best practice.

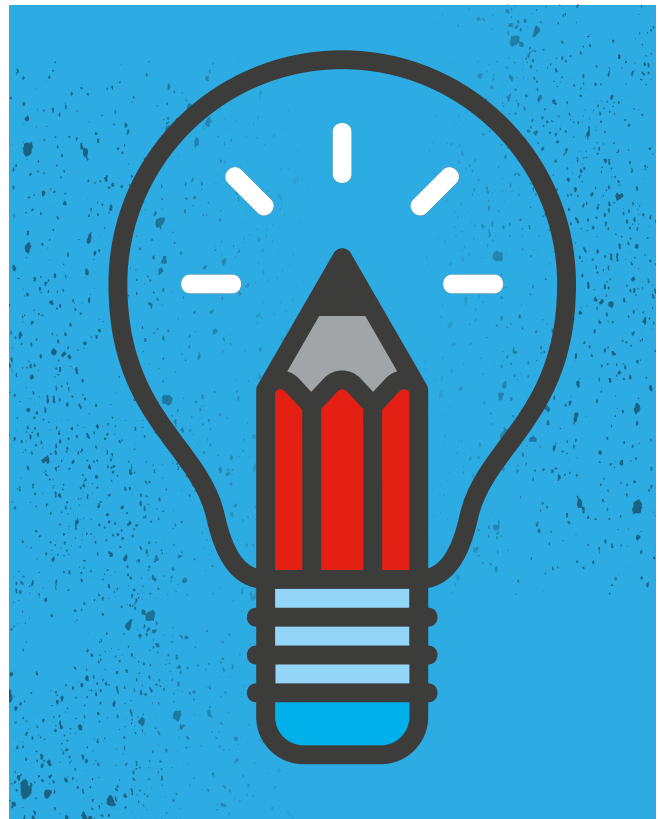
And of course, through awards! The IoIC awards aim to seek out those great examples of work that celebrate their creators and inspire other practitioners in their work; to celebrate how the profession is developing and demonstrating relevance and results.

This year we have revised the award categories and added new ones to reflect the changing nature of our business. We have responded to your feedback on what categories you would like to see and given more guidance on what makes a winning entry. We believe there truly is a category for everyone.

Our panel of senior and experienced professionals evaluate all the work and offer critiques and feedback to help pinpoint great practice and offer areas of potential improvement and development. Standards are high and winners can truly count themselves operating at the top of the class.

Having entered, and been lucky enough to win in the past, I know that the IoIC awards are a great way to document, improve and celebrate what we do and look forward to seeing your entries in this year's awards and celebrating with you at the awards dinner.
Good luck

Justine Stevenson
IoIC Awards Chairman



Why enter? Here's five good reasons:

1. Improve your expertise – you get a full written critique, highlighting areas for improvement to help refine your approach and thinking
2. Justify your budget – use the awards as a way of benchmarking what you're already doing or to measure yourself against your peers
3. Raise the bar – take your work to the next level and aim higher
4. Inspire your team – reward individuals or teams by showcasing their work, and celebrate together!
5. Enhance our profession – help raise the profile of effective internal communication by entering work that's proven its value.

About the awards

Who can enter?

Entries are open to all in-house, agency and freelance communicators – **you don't have to be an Institute member but there's a discounted entry fee if you are.**

What can be entered?

We're the Institute of Internal Communication so work that's primarily meant for an internal audience is what we're looking for. But we do interpret 'internal' as any communication that builds a shared understanding or fosters a sense of community among a clearly defined group – so, stakeholders, members of associations and in some cases, customers. What's important is that it's not marketing or external communication – not 'selling' an idea.

How do I enter?

- Judges rely on the quality of your submission. Please think carefully about the information you offer. If you don't tell judges enough they may mark you down
- In this entry kit we have suggested maximum word counts; if you exceed them a little no one will worry, but if you exceed them by a lot then you're unlikely to impress the judges
- Read the entry criteria carefully and decide where your work fits best: you're welcome to enter more than one category.
- If you're not sure, please contact us and we'll be happy to advise. We review all entries before they go to judges and if we feel your entry would be better placed in another class, we will move it.
- Different categories are judged by different criteria. Read the guidance under each category heading carefully. It will guide you to include the information that judges will be looking for.

Once you've decided what you want to enter, here are the next steps:

1. Fill in a form for each entry you're entering in the awards, this can be done by completing the form included in this entry kit.
2. Attach your supporting information and examples of your work as directed on the form.

3. You can email your entries to Tim Beynon at tim@ioic.org.uk or post them to:

Institute of Internal Communication
Suite G10, Gemini House
Sunrise Parkway
Linford Wood
Milton Keynes
MK14 6PW

The judging process

We are looking for excellence, passion and commitment so the judging process is robust.

All entries are assessed by experienced judges with extensive experience in internal communication. They will rate them according to clear criteria and will provide a short critique of the work. The judges will select candidates for awards of excellence and select a class winner. All judging forms are calibrated following the judging process to ensure consistency and fairness.

Early Bird: 07 April 2017
Final deadline: 28 April 2017



General guidance for entrants - what helps an entry succeed?

The IoIC awards recognise the best in Internal Communication. The work that demonstrates not only excellent delivery, but also passion and the will to succeed.

The judges are seasoned professionals in the world of comms. The key things they will be looking for are:

- A clear articulation of the objectives of the entry and demonstration of how the entrant knows that these been achieved
- An understanding of how the entry contributes to the strategy or overall aims of the organisation
- Measures of success – wherever possible these should go beyond generic, qualitative measures (those where the measurement consists of people saying they 'liked' the entry tend not to win)
- Brevity and a quality entry – the entry form is part of the assessment so make sure the form is well written

Please answer the following questions on a separate sheet and attach to your entry:

(Classes 1–8)

- Background (what the organisation does, size, team, etc) (200 words)
- Goals & Audience (200 words)
- Planning (300 words)
- Execution, i.e. creative/execution/content/design/production (1,000 words)
- Results/evaluation (500 words)

(Class 9 – The Team Awards)

- Background (agency/team history) (300 words)
- Context (the factors shaping the work of the team in the 12 month period) (300 words)
- Execution (describe what was done and why you think it deserves commendation) (500 words)
- Results/evaluation (500 words)

These are maximum word counts. Feel free to write less. As long as you include sufficient information, brevity is best.



The classes & categories

Class 1: Strategic Campaigns

We want to see strategic campaigns designed to achieve or support defined corporate or organisational goals. We want to know about the campaign planning, with the audience profile, known issues and constraints, a rationale for the creative approach and tools that were used. Critically we want to know how you evaluated the success of your work. This might include qualitative or quantitative measures. It may be appropriate to outline any problems and how they were solved and discuss what you learnt and how this is influencing future work.

1a: Best single campaign

An open category, primarily for entries which had an end date within the awards year (1 Jan 2016 – 31 Mar 2017). If applicable you may also want to enter both the specific and the general campaign classes below.

1b: Best ongoing campaign

An open category, primarily for entries which may reflect business-as-usual activity. The fact that measuring success may be more difficult with ongoing work only makes it more important and you should be as specific as possible about formal and informal evaluation. If applicable you may want to enter both the specific and the general campaign classes.

1c: Best change communication (NEW)

This category is for campaigns that have supported a specific piece of change which may be organisational or cultural.

1d: Best crisis campaign (NEW)

A category for campaigns which have supported an organisational crisis. The size of the 'crisis' is not important, but demonstration of how it was supported by the communication is.

1e: Best storytelling (NEW)

Storytelling is a growing trend in Internal Communication. This category is for campaigns which have used stories to achieve their objectives.

1f: Best integrated campaign (NEW)

An open category for a campaign that includes internal and external elements, elements of employer branding or similar. Here it will be important to show how Internal Communicators have worked with others in the communication or organisation functions to achieve the objectives.

Class 2: Operational Campaigns

We're looking for campaign work designed to promote the operational needs of the organisation. We want to know about the campaign planning, the audience profile, known issues and constraints, a rationale for the creative approach and tools that were used. Critically we want to know how you evaluated the success of your work. This might include qualitative or quantitative measures. It may be appropriate to outline any problems and how they were solved and discuss what you learnt and how this is influencing future work.

2a: Best operational campaign

Here we're looking for campaign work designed to promote compliance with the operational needs of the organisation. That might include communication around HR, health and safety, legal compliance, IT, benefits, induction and so on. Note

that "campaign" means what it says. Single items such as printed reports should be entered in the appropriate media category below. We're looking here for work which might include such material, but is designed to support and deepen its impact.

2b: Best financial communication (NEW)

This category is specifically for Financial communications - work which is designed to engage and motivate staff in the financial/higher level operational aims of the organisation. This includes financial results throughout the year.

Class 3: Best Use of Print

The emphasis in this class is firmly on quality of execution, but it's also about how well the printed material has been used to serve your organisational or corporate priorities.

3a: Best feature-led magazine up to four issues per year

3b: Best feature-led magazine more than four issues per year

We define a feature-led magazine as any regular publication where the majority of the content is taken up by feature material (of course it may also contain news stories). Its cover is likely to be image rather than text-led.

3c: News magazine up to four issues per year

3d: News magazine more than four issues per year

We define a news magazine as any regular publication where the majority of the content is taken up by news material (shorter, very topical material – though of course it may also contain longer feature stories). Its cover is likely to be image rather than text-led.

3e: Newspaper/newsletter

A newspaper is likely to be a regular publication with the front page led by news stories (text and images). Its format is likely to be larger than A4. A newsletter is likely to be a regular publication with the front page led by news stories (text and images). Its format is likely to be A4 or smaller. Both are suitable for this category but you should be specific about what you consider your publication to be – newspaper or newsletter.

3f: Publication for members

This class is defined by audience rather than format or frequency. We're looking for the best use of the print medium in reaching out to membership groups. You'll need to make a case in which you describe the purpose of the publication, how that purpose shaped the design and content decisions, and how you evaluated its success.

3g: Publication for stakeholders/ volunteers etc (NEW)

A publication which may be designed for people outside of your organisation but which is designed to create a

community or group feeling (note that publications with high levels of paid for advertising are unlikely to be successful).

3h: Relaunched publication

This category is for an internal or stakeholder publication that underwent a relaunch during 2016/17. You'll need to show the business need met by the relaunch, how that business need shaped the design and content decisions and demonstrate good initial feedback and measurement.

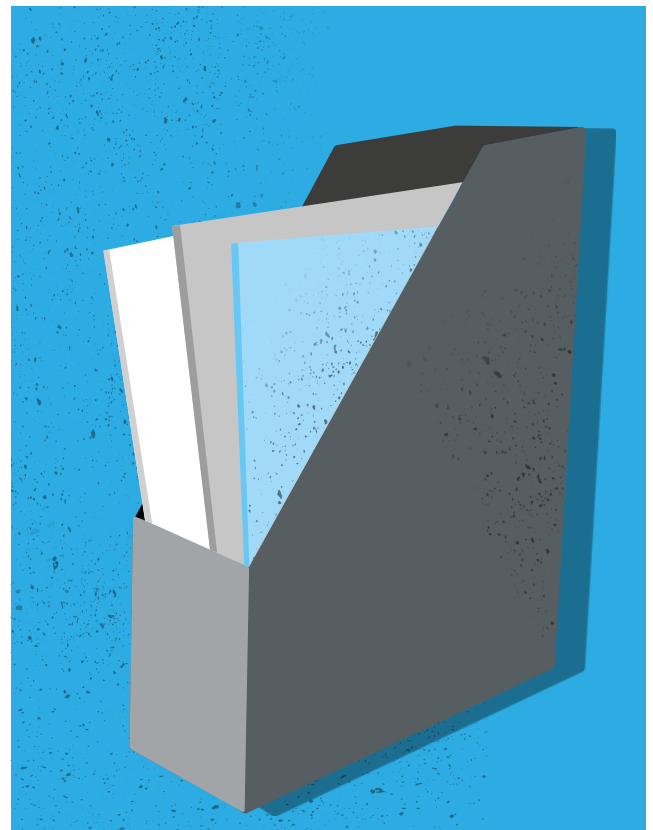
Please remember to include an example of the publication before the relaunch.

3i: New publication

A new publication for either an internal or a stakeholder audience that was launched in 2016/17. You'll need to show that it meets a clear business need, that it understands and engages its audience and demonstrates good initial feedback and measurement.

3j: One-off publication/special edition (NEW)

A publication which has been produced for specific occasions – perhaps an anniversary an event or staff awards.



Class 4: Best Use of Digital Channels

The emphasis in this class is firmly on quality of execution, but also about how well the potential of the medium has been used to support your organisational or corporate priorities.

4a: Intranet

Tell us what's special about your intranet. You'll need to show us how your intranet has helped enhance organisational performance, or solved a problem in your organisation, or perhaps enabled new ways of working. If you need to show the interactive elements of the intranet working then you'll need to make sure it's possible for the judges at every stage to see this (see the how to enter section at the end of this pack).

4b: Microsite

Here we want to see internal websites created for a special purpose, perhaps to support a change campaign, perhaps to bring the people in a working group together, perhaps to reflect an important issue.

4c: Ezine

A category for primarily feature led magazines. We define an ezine as a news or feature publication in digital form. It might be carried on a website, supported by email or social media prompts, or it might be delivered entirely as an email.

4d: Newsletter/bulletin (NEW)

A category for regular bulletins or newsletters in digital form. This will be primarily news-led.

4e: Mobile/app

Here we're interested in any digital communication designed to connect audiences on the move, probably via mobile or tablet. We'll want to know why you chose the tool and how you measured its effectiveness.

4f: Video

Here we're interested in any form of video communication, from one-off films to regular briefings. We'll want to know why you chose the tool and how you measured its success.

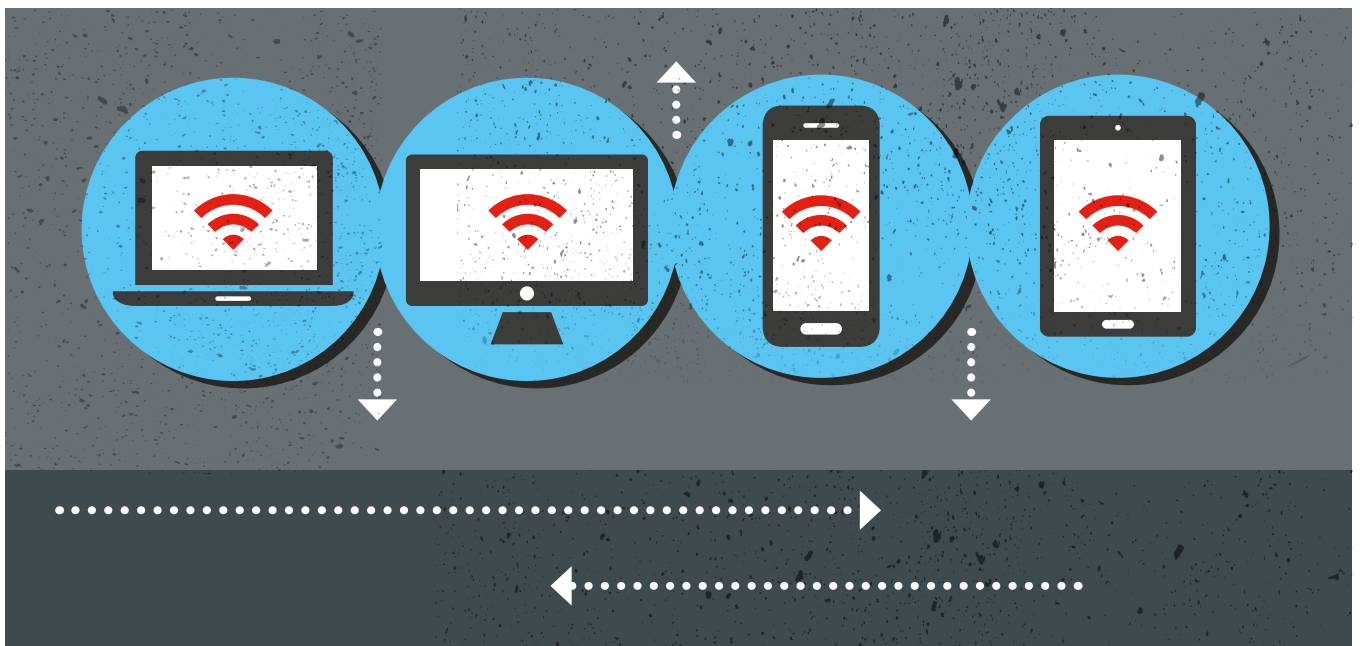
4g: New channel

Here we're interested in any digital channel for an internal or stakeholder audience that was launched in 2016/2017. You'll need to show that it meets a clear business need, that it understands and engages its audience and demonstrate good initial feedback and measurement.

4h: Best use of internal social media – ESN, Yammer, Chatter etc (NEW)

Show us how you have used your internal social media to achieve a particular outcome.

Please submit a single piece as your entry, and if appropriate a supporting example to show consistency or development.



Class 5: Best Use of Design and Imagery

We define good design as the combination of imagination with fitness-for-purpose, so it's important that you tell us about that purpose and show how the design was developed to serve it. We appreciate that few organisations are likely to have evaluated the specific impact of design in the success of a tool, but we would like to see evidence that the tool has been successful.

5a: Magazine (news or feature-led)

This is a category for great design for a magazine (printed or digital). Tell us how the design contributes to the overall objectives of the communication.

5b: Newspaper/newsletter/ezine

This is a category for great design for a newspaper or newsletter (printed or digital). Tell us how the design contributes to the overall objectives of the communication.

Class 6: Best Use of Writing

We define good writing as the combination of imagination with fitness-for-purpose, so it's important that you tell us about that purpose and show how the writing served it. We appreciate that few organisations are likely to have evaluated the specific impact of writing in the success of a tool, but we would like to see evidence that the tool has been successful.

6a: Best news/BAU writing

Here we would like to see examples of excellent writing on a consistent basis - this will include a portfolio of examples.

6b: Best one-off feature

This category is for a one-off special - show us how this piece of writing contributed to the overall success of the campaign or organisational goals.

6c: Best writing for stakeholder/membership audience (NEW)

This is an opportunity to show how you have engaged a group who may not be traditional employees but are still vital to the success of the organisation.

6d: Best writing to support change (NEW)

Show how you have used excellent writing to support change. This may be through specific articles or perhaps blogs or stories.

5c: Redesign/rebrand

Here we want to see the difference that's been made through redesigning an existing channel or publication. Please include examples of the channel or concept before it was redesigned and explain what the redesign aimed to achieve.

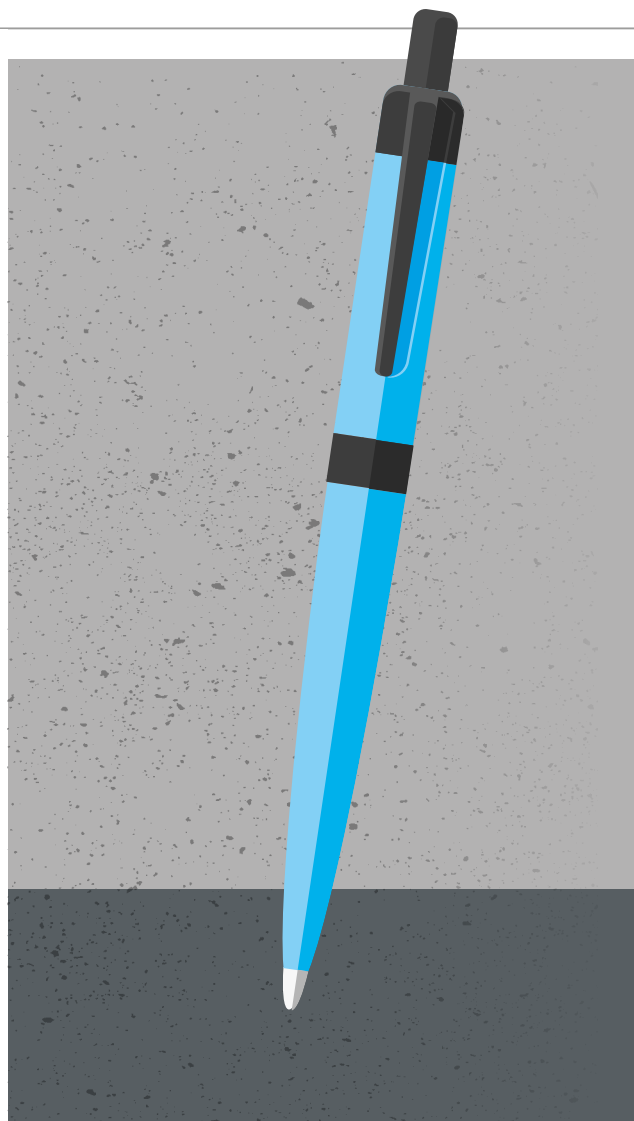
5d: Best photographic image

A specific image which is striking and encapsulates what is being communicated - this includes covers of magazines or bulletins.

5e: Illustration/graphic/infographic/conceptual image

Here we're looking for an image that encapsulates the idea of what's being communicated. It might be a single image or a portfolio of examples.

Please submit a single piece as your entry, and if appropriate a supporting example to show consistency or development.



Class 7: Innovation

In this class we're looking at innovation under two headings: we want to encourage fresh thinking in how you put different communication tools together, and we want to commend ideas that take internal communication into new areas, or show new things that could be possible. The judging is weighted towards fresh thinking, but we still want to see how your innovation has emerged from an organisational or corporate priority, and how it has supported this.

7a: Game changer

Entries should demonstrate a 'new' way of communicating - this may only be new to the organisation rather than the industry but the entry should detail why it is innovative for the organisation.

7b: Innovative use of media

Show us how you've responded to an organisational or corporate need with fresh thinking about the communication tools available to you. We'll be looking particularly for how

the ways in which the tool has brought the communication idea alive for your audience and deepened its impact. You might have introduced a new single channel (in print or digital media) or the innovation could be in the way you've put different media together.

7c: Success on a shoestring (NEW)

Some of the most innovative communication is done with very little resource. We'd like to see examples of where you have achieved big results with little outlay. You will need to give an idea of how much you spent and successful entries are likely to have spent less than £3,000.

7d: The one that got away (NEW)

Not everything we come up with gets implemented, but that doesn't mean that the idea was a bad one. Tell us about that great idea which was not implemented or was hard to evaluate, but still demonstrates innovation of thought and practice. Here we are looking for strength of rationale, passion and clear thinking.

Class 8: Best Event

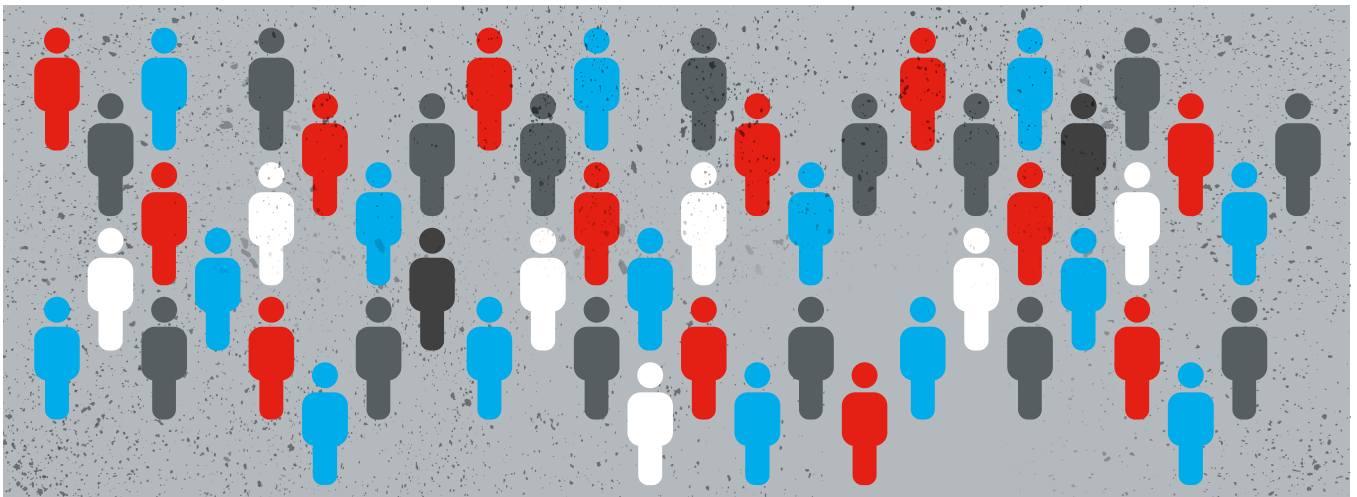
We want to hear about the overall objective and how the event was planned to meet it. Tell us also about the audience, what you did and how well it worked.

8a: Best event for an internal audience

This category is for an internal employee audience. It may be for the whole population or for a defined group but what's important is that you show how it was planned and delivered and how its success was evaluated.

8b: Best event for a member/ stakeholder audience

This category is for an audience not of employees but of a group who are still vital to the success of your organisation. This is not a category for 'marketing' or 'promotional' events but for those that are designed to help the group connect with the organisation and its aims and objectives.



Class 9: Team Awards

Whether you are an in-house team or an agency, we're looking for the teams that demonstrate great IC practice. Take this chance to commend your colleagues or your team by telling us why they deserve an award. Show us the evidence, and a panel of senior practitioners will view the work and make their judgement.

We recognise that the challenges are different for teams depending on the type of organisation they work in. Be evaluated against your peers by entering the category which best suits your organisation.

9a: Best corporate in-house team

This category is for internal comms teams working in house within an organisation.

9b: Best not for profit team (NEW)

This category is for internal comms teams working in the not for profit sector.

9c: Best public sector team (NEW)

This category is for internal comms teams working in the public sector.

9d: Best agency

Agencies work closely with internal communications teams and are often an extension of that team. Show us how your great work has contributed to the success of those teams.

Summary of rules

- All entries must have been produced between 1 January 2016 and 31 March 2017
- Entries will be accepted at the discretion of the IoIC Awards Panel and may be switched to another class (without reference to the entrant) if the Panel feels the criteria are more suitable and the entry will fare better in that class
- No liability for undelivered or lost entries will be accepted by the Awards organisers
- Judging will be completed in May and June 2017 after which all entrants and Award of Excellence winners will be notified
- Queries or appeals must be directed to the Chairman of the Awards Committee Panel by 25 August 2017
- Rights of final arbitration rest with the Institute's Chief Executive. Entry fees will not be refunded for any disqualified entry
- Class and Gold Award winners will be presented with their trophies at the IoIC Awards dinner on the evening of 29 September at the Intercontinental Hotel, Park Lane in London

- Entries are non-returnable and become the property of the IoIC unless otherwise agreed with a written acknowledgement from IoIC.

Guidelines for digital channel entrants – intranets, apps, microsites etc

- Complete an entry form for each entry and include written supporting information.
- Your entry can be accompanied by printouts of online pages or PowerPoint presentations but should also include a link to view the work as seen by the audience.
- Intranet entries will only be judged in a net browser, your intranet site will need to be accessible to the judging panel. This is because images, sound and video, animation, accessibility issues, usability and site structure need to be viewed as seen by the site user.
- Our judges can view your entry on-site, but this will incur an additional charge of £500+VAT plus reasonable travel costs. Site visits will last a maximum of one hour, during which time the judge must be allowed at least 15 minutes to make notes unaccompanied.

The IoIC cannot guarantee to judge any entry that is not submitted according to these guidelines and there will be no refund for entries not viewed.

Class 1: Strategic Campaigns

- Class 1a – Best single campaign
- Class 1b – Best ongoing campaign
- Class 1c – Best change communication (NEW)
- Class 1d – Best crisis campaign (NEW)
- Class 1e – Best storytelling (NEW)
- Class 1f – Best integrated campaign (NEW)

Class entered:

Title of entry:

Contact name*:

Organisation name:

Address:

.....

Postcode:

Telephone:

e-mail:

**The contact name may be different from the details required below for certificates*

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For (i.e. Client):

By (i.e. Agency):

Check list

- Complete one entry form for EVERY entry you are submitting
- Attach supporting information you'd like the judges to take into consideration
- Payment options – please tick as required:
 - Cheque made payable to IoIC enclosed. For multiple entries, only one cheque needs to be sent for the full amount
 - Please send invoice to contact named above, including Purchase order number – if required by your organisation
Number here
- Pay online by credit card at [www.https://www.ioic.org.uk/component/com_pmform/form_id,1/layout,2colsinline/view,form/](https://www.ioic.org.uk/component/com_pmform/form_id,1/layout,2colsinline/view,form/)
** When paying online please reference IoIC Awards 2017 in the comments field*
- Send to IoIC Awards Administrator, IoIC, Suite G10 Gemini House, Linford Wood, Sunrise Parkway, Milton Keynes. MK14 6PW by the entry deadline (see dates below)

2017 ENTRY FEES	IoIC Member	Non-Member
Early bird entry fee (for entries received on or before 07 April 2017)	£95 + VAT (£114) per entry	£160 + VAT (£192) per entry
Late entry fee (for entries received 08 – 28 April 2017)	£130 + VAT (£156) per entry	£185 + VAT (£222) per entry
Public sector or not for profit (for entries received on or before 07 April 2017)	£85 + VAT (£102) per entry	£140 + VAT (£168) per entry

Class 2: Operational Campaigns

Class 2a – Best operational campaign

Class 2b – Best financial communication (NEW)

Class entered: _____

Category entered: _____

Title of entry: _____

Contact name*: _____

Organisation name: _____

Address: _____

Postcode: _____

Telephone: _____

e-mail: _____

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Class 3: Best Use of Print

Class 3a – Best feature led magazine up to four issues per year

Class 3b – Best feature led magazine more than four issues per year

Class 3c – News magazine up to four issues per year

Class 3d – News magazine more than four issues per year issues per year

Class 3e – Newspaper/newsletter

Class 3f – Publication for members

Class 3g – Publication for stakeholders/ volunteers etc (NEW)

Class 3h – Relunched publication

Class 3i – New publication

Class 3j – One-off publication/special edition (NEW)

Class entered:

Category entered:

Title of entry:

Contact name*:

Organisation name:

Address:

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Class 4: Best Use of Digital Channels

Class 4a – Intranet

Class 4b – Microsite

Class 4c – Ezine

Class 4d – Newsletter/bulletin (NEW)

Class 4e – Mobile/app

Class 4f – Video

Class 4g – New channel

Class 4h – Best use of internal social media (ESN, Yammer, Chatter etc) (NEW)

Class entered:

Category entered:

Title of entry:

Contact name*:

Organisation name:

Address:

Postcode:

Telephone:

e-mail:

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Class 5: Best Use of Design and Imagery

Class 5a – Magazine (news or feature led)

Class 5b – Newspaper/newsletter/e-zine

Class 5c – Redesign/rebrand

Class 5d – Best photographic image

Class 5e – Illustration/graphic/infographic/conceptual image

Class entered:

Category entered:

Title of entry:

Contact name*:

Organisation name:

Address:

Postcode:

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For (i.e. Client):

By (i.e. Agency):

Check list

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2017 ENTRY FEES	IoIC Member	Non-Member
Early bird entry fee (for entries received on or before 07 April 2017)	£95 + VAT (£114) per entry	£160 + VAT (£192) per entry
Late entry fee (for entries received 08 – 28 April 2017)	£130 + VAT (£156) per entry	£185 + VAT (£222) per entry
Public sector or not for profit (for entries received on or before 07 April 2017)	£85 + VAT (£102) per entry	£140 + VAT (£168) per entry

Class 6: Best Use of Writing

Class 6a – Best news/BAU writing

Class 6b – Best one-off feature

Class 6c – Best writing for stakeholder/membership audience (NEW)

Class 6d – Best writing to support change (NEW)

Class entered:

Category entered:

Title of entry:

Contact name*:

Organisation name:

Address:

Postcode:

Telephone:

e-mail:

**The contact name may be different from the details required below for certificates*

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For (i.e. Client):

By (i.e. Agency):

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Class 7: Innovation

Class 7a – Game changer

Class 7b – Innovative use of media

Class 7c – Success on a shoestring (NEW)

Class 7d – The one that got away (NEW)

Class entered:

Category entered:

Title of entry:

Contact name*:

Organisation name:

Address:

Postcode:

Telephone:

e-mail:

**The contact name may be different from the details required below for certificates*

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry:

For (i.e. Client):

By (i.e. Agency):

Check list

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Class 8: Best Event

Class 8a – Best event for an internal audience

Class 8b – Best event for a member/stakeholder audience

Class entered: _____
 Category entered: _____
 Title of entry: _____
 Contact name*: _____
 Organisation name: _____
 Address: _____

 Postcode: _____
 Telephone: _____
 e-mail: _____

**The contact name may be different from the details required below for certificates*

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry: _____
 For (i.e. Client): _____
 By (i.e. Agency): _____

Check list

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Class 9: Team Awards

- Class 9a – Best corporate in-house team
- Class 9b – Best not for profit team (NEW)
- Class 9c – Best public sector team (NEW)
- Class 9d – Best Agency

Class entered: _____

Category entered: _____

Title of entry: _____

Contact name*: _____

Organisation name: _____

Address: _____

Postcode: _____

Telephone: _____

e-mail: _____

*The contact name may be different from the details required below for certificates

Fill in this section with the details of entrant – these are the details that will be used for the winners' certificates.

Title of entry: _____

For (i.e. Client): _____

By (i.e. Agency): _____

Check list

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