



Content Creation: Written Articles

Goal:	To create updated creative assets to inspire future travel for use on social/owned media/websites
Process & Partner Responsibility:	<p>The Co-Op team will work directly with organization/entity partner and production partner from start to finish.</p> <ul style="list-style-type: none">• Partner will need to complete a questionnaire, participate in a kick off call to align on objectives, and attend several check-ins between the Co-Op team and production staff.• Partner is responsible for providing prioritized topics for written article creation.
Key Deliverables:	<ul style="list-style-type: none">• Two custom 500-750 word articles by New Mexico Magazine writers.• Posting on NewMexico.org Venturesome Traveler blog (for sharing across partner social channels)
Timing & Duration:	Kickoff as early as August 2020; up to 8 weeks

