**Purpose:** To keep stakeholders informed of the program/ project’s progress and successes in a planned and structured fashion in order to foster executive buy-in and ongoing commitment and engagement from stakeholders.

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| **Audience** | **Message** | **Objectives** | **Medium** | **Creator** | **Timing/ Frequency** | **Owner** | **Feedback mechanism** |
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| [**www.lightsondata.com**](http://www.lightsondata.com/) | |  |  |  |  |  |  |