VIDEO PROJECT NAME?

WHEN WILL THIS VIDEO BE NEEDED?

*(Is this video for an upcoming event or promotional advertising contract? If yes, what is the date needed by?)*

AUDIENCE/WHO ARE WE TALKING TO?

*(“Everyone” is too broad to be effective. Give careful thought about who you want to reach: Parents, Students, Faculty, Staff, ViPs, etc.)*

ANTICIPATED REACTION/DESIRED RESPONSE FROM AUDIENCE?

*(What do you want them to realize or understand?)*

CALL TO ACTION?

(*What do you want the audience to do after they see the video? Visit a website? Participate in an event? Donate time or money?)*

DO YOU ALREADY HAVE A CONCEPT FOR THIS VIDEO?

*(Please describe the video as you imagine it in your head.)*

IF NEEDED, WILL THERE BE OPPORTUNITIES TO CAPTURE FOOTAGE?

*(Or is there already HIGH QUALITY footage available for use?)*

WHAT PARTICIPANTS NEED TO BE FEATURED IN THIS PIECE?

*(As above, please be specific: Students, Administration, Faculty, Staff, Alumni, Community, etc.)*

DISTRIBUTION METHOD(S)/COMMUNICATION STRATEGY

*(Where will this piece be shown/posted/aired?)*

ANYTHING ELSE WE SHOULD KNOW?

*(Every video is different. Should we be considering something not mentioned above?)*