| Client data: | |
|-------------------|--|
| client's name: | |
| organization: | |
| phone: | |
| email: | |
| address: | |
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| | |
| Needs assessment: | Miles I and I and I all an |
| | What problem or situation exists that the program will address? |
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| Audience data: | |
| target audience: | Who is your audience? (age, sex, education, occupation, etc.) |
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| | Generally speaking, what do you expect the audience to know or feel about |
| | the subject before viewing the program? |
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| | |
| Project data: | |
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| | |
| | How will the program be presented? (TV breadeast web DVD etc.) |
| media: | How will the program be presented? (TV broadcast, web, DVD, etc.) |
| environment: | Where will the program be presented? (home, business, festival, etc.) |

- continued on other side -

| objective: | Specifically, what do you want the audience to do, know or feel after viewing the program? |
|------------------|--|
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| | |
| key concepts: | List the specific ideas, facts, elements and ideas that are to be delivered in the production. |
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| similar media: | List any similar material or programs that have been produced before. |
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| | What shortcomings (if any) exist with the above listed media? |
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| | |
| additional info: | |
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