

## **FIRST MEETING FORM**

Requestor \_\_\_\_\_ Date \_\_\_\_\_ Project \_\_\_\_\_

### **I. GOALS & OBJECTIVES**

1. Define the program's final goal statement. (How will the program fit with larger goals?)
2. What exactly will the audience be able to do after watching? (List, describe, believe, demonstrate a positive attitude toward) It may be useful to include standards of measurement. (correctly, within 2 minutes, with 80% accuracy)
3. Describe the way(s) in which the audience's attitudes should change from viewing this video. (want to enroll in classes, feel positive toward change)

### **II. AUDIENCE**

1. Describe the primary viewing audience? (level of experience with subject, level of interest in subject, age, education, other factors)
2. If you anticipate any negative attitudes toward this project, please describe them.
3. Does specific information regarding the program's effectiveness need to be measured? (for example, test scores, enrollment number, or other quantifiable results)
4. Describe any other ways in which the video's effectiveness will be measured.
5. Describe any viewing audience other than the primary viewing audience.
6. Would it be useful to research the audience? If so, how?

### **III. DEADLINES**

1. When would you like to have this video?
2. What is the absolute last date you will accept this video?

### **IV. PROGRAM APPROVALS**

1. Who will give final approval to the video? (one person's name)

2. Who will approve the content for accuracy? (one person's name)
3. What person(s) will approve the video for conformation to University/departmental policy, legal and/or other issues?

#### **V. PROGRAM CONTENT**

1. What is the projected length of the video? (3 to 8 minutes is typical)
2. Based on the audience, what is the appropriate tone and style?(stylized, humorous, factual)
3. What subjects will be covered? (brief outline of content)

#### **VI. PRODUCTION**

1. Describe the required shooting locations.
2. Is anyone required to appear on camera? (Deans, chancellors, students, actors)
3. Do you have a narrator in mind? (voice track only)
4. Are there any existing materials that can be used? (video, slides, print)
5. Describe any anticipated graphics, animations, or stock footage. (animations, art cards, old news footage)
6. Who will write the script? Based on what materials? (existing print materials, another video)

#### **VII. PROGRAM UTILIZATION**

1. How will the program be used? (online, in-class viewing, with facilitation)
2. What support materials/personnel will be made available to the viewer? (does it come with a book, will it be used in conjunction with a presenter or in context with other online materials)
3. So you need removable media copies (DVD, CD)? How many now? How many later?
4. Overseas formats? Special packaging?
5. What is the intended shelf-life for this video? (how long before it is outdated or superceded)

6. Do you anticipate using the footage for other purposes? (broadcast television, other videos, promotional materials)

#### **VIII. BUDGET**

1. Do you have a budget in mind? A top limit? A rough range?

2. Will you/have you solicited other quotes?

3. Creative ideas for bartering?

#### **IX. FOLLOW UP**

1. To whom shall I send the proposal? (exact title, address, phone, etc.)

2. When would you like to meet next? What will be covered in that meeting?

#### **X. ADDITIONAL NOTES**