GMU-TV Production Proposal

This form will help articulate and identify the overall goals of your project, including specific questions regarding message, audience, and look and feel. Each key decision maker should fill out his or her own survey. Answer each of the questions in a thorough but brief and clear manner and add any additional notes or comments at the end of the proposal. Only answer what you can.

## Profile

|  |  |  |  |
| --- | --- | --- | --- |
| Project Title: |  | | |
| Your Name: |  | Your Title: |  |
| Phone: |  | E-mail Address: |  |
| Sponsoring  Department: |  |  |  |

## Please provide a brief description of the project.

## General Information & Goals

1. What BEST describes the project: Instructional Material; Promotion of Research; Marketing, Recruitment, and Promotional; Community Interest?

2. What is the reason/need for requesting a production?

3. What are you currently doing to address those needs?

4. How is your current approach working? How is it not working?

5. What are the overall goals for the production?

6. What is the relationship of the project to university curricular initiatives, mission, or other strategic priorities?

7. How will the video be distributed and/or viewed?

8. What is the deadline for the project?

Audience

1. Describe the target audience for the project.

|  |  |
| --- | --- |
| **Audience** | **Additional notes on audience** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

2. (For Instructional Projects) What is the expected use of the instructional material?

3. (For Instructional Projects) What course(s) will use the material and what is the expected enrollment?

## Message and Tone

1. What is the number one take-away or key message you wish to convey?

2. Describe what you think overall tone of the video should be.

3. Use a few adjectives to describe how your audience should perceive the project.

4. Are there any specific images, locations, or people you want included?

## For Marketing, Recruitment, and Promotional projects

1. How is your organization currently perceived? How would you like to be perceived?

2. How does this piece fit into your overall brand?

3. What are the key reasons why the target audience chooses your organization?

4. How does your organization differentiate itself from competitors? Please list competitor URLs.

## Additional Comments & URLs

Please take as much space as you wish.

Please list any examples that you find compelling or successful and provide a short description   
explaining why.