



## INITIAL CONTACT SHEET / VIDEO PLANNING FORM

<b>DATE:</b>	<b>PREPARED BY:</b>
<b>COMPANY NAME:</b>	<b>CONTACT:</b>
<b>ADDRESS:</b>	<b>TELEPHONE:</b>
	<b>E-MAIL:</b>

<b>PROPOSED LENGTH:</b>	<b>ONE VIDEO OR A SERIES?</b>	<b>DESIRED COMPLETION DATE:</b>
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<b>WHAT IS THE PURPOSE OF MAKING THE PROPOSED PROJECT?</b>
<b>WHAT IS THE TOPIC? WHAT DO YOU WANT TO SAY ABOUT IT (MESSAGE)?</b>

<b>WHO IS THE TARGET AUDIENCE?</b>
<b>HOW MUCH DOES THE AUDIENCE ALREADY KNOW ABOUT THE TOPIC?</b>
<b>WHAT DO YOU WANT THE AUDIENCE TO DO AFTER VIEWING THE VIDEO?</b>
<b>IS THERE SOMETHING THAT YOU HAVE SEEN AND WOULD LIKE TO MODEL YOUR PROJECT AFTER?</b> (if so, provide details)





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<b>TECHNICAL SPECIFICATIONS -- CONDITIONS OF USE -- STYLE AND AESTHETIC:</b>
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<b>WHO WILL BE WRITING THE SCRIPT?</b>	<b>NEED FOR ADDITIONAL GEAR?</b>
<b>STUDIO SHOOT?</b>	<b>NEED FOR OUTSIDE TALENT?</b>
<b>LOCATION SHOOT (if so, list locations)?</b>	<b>STOCK FOOTAGE/OTHER SPECIAL MATERIALS?</b>

<b>DISTRIBUTION METHOD/FORMAT/QUANTITIES</b>		<b>LABELS/PACKAGING</b>
<b>VIDEO:</b>		<b>DVD/CD:</b>
<b>CD:</b>	<b>DVD:</b>	<b>VHS OR VIDEOTAPE:</b>
<b>WEBSITE/OTHER:</b>		<b>EXTERIOR PACKAGING:</b>

<b>TECHNICAL ADVISOR FOR THIS PROJECT:</b>	<b>WHO HAS FINAL AUTHORITY AND APPROVAL?</b>
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<b>WHAT IS THE AVAILABLE/ESTIMATED BUDGET?</b>
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<b>ELEMENTS THAT <u>ABSOLUTELY</u> MUST BE INCLUDED IN THE PROJECT:</b>
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