

## VIDEO PROJECT QUESTIONNAIRE

A film/video can only be successful if there is a very clear purpose and goal. Producing a video is like writing a letter. You must know the audience, your key message(s) and the desired outcome. Answering the following questions will help you and the producer clarify the direction of the film.

1. What/who is the film about?
2. What is the purpose of the film?
3. Who is your audience?
4. What are the **three** *most important* points this film should make?
5. When the lights come up after the film is shown, what do you want the audience to do and/or feel?
6. What is the ONE thing, if they get nothing else, you want the audience to remember after watching the film?
7. Who are the people/stories that best illustrate your message? If there are any upcoming events or opportunities for filming these people/stories, please list them here.
8. Is there existing footage that can be utilized for this project? If so, please list items here.
9. What length would you like your film?
10. When would you like the film completed?
11. List any videos or films that represent the style and/or format you prefer for this project.
12. Additional comments: