



**OFFICE OF COMMUNICATIONS & MEDIA
CONTRA COSTA TELEVISION (CCTV)
VIDEO PRODUCTION PLAN**

Please answer the following fourteen (14) questions as completely as possible.

1. Who (one individual) will be the video coordinator in planning this production?
2. Who has final approval of the information content of this production?
3. Explain the objective you have for producing this tape.
(What is your intended result? or Why do you want this video?)
4. Who is your audience? Be specific.
5. Is your audience homogenous? (i.e., does everyone in your audience have pretty much the same knowledge of the material being covered? How much background information will you have to give them? How elementary or detailed need this production be?)
6. List (point by point) the exact information you want to convey to your audience.
7. How do you plan to present the information? (i.e., Public Service Announcement, Lecture, Dramatization, etc.)



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8. What special props will you require? (Please list exactly what will appear before the camera and who will be responsible for obtaining these props prior to the taping).

9. Who will appear before the camera?

10. Will a script or outline be necessary?

11. How long do you anticipate this production will last?

12. Will any written materials accompany this production? How will this tape be presented?

13. What is your schedule for planning, writing, taping, editing, duplication and distribution?

14. Please describe your program in three sentences or less for inclusion in the CCTV Program Guide.