



CAPTURE AND SHOWCASE

Video/DVD Briefing Checklist

This checklist covers most of the issues that you and/or your organisation will need to consider when commissioning a video programme from The Rural Media Company.

The Audience

Who are the audience?

Can they be characterised in any way?

What do they already know about the subject of the video?

What preconceptions will they have about it?

How are they likely to react to being shown, or offered, a video?

What sort of things will appeal to them?

The Function of the Video

What do you want the audience to think or do having watched the video?

Is there any other material available covering a similar area - books, tapes, films, videos? If so, how is your new video going to differ? Will it be an updated version, build on existing material, refute existing material, or break entirely new ground?

Content

What is/are the key message/s that the video has to convey?

What sort of information and/or ideas would support these messages?

Does the content need to be researched? (This is a service The Rural Media Company can provide).

Distribution

What other materials will be used in conjunction with the video?

What sort of marketing and packaging will you need?

How many copies will you want?

Do you need to hire, buy or borrow playback equipment?

How will the appropriate people get to see the video?

Will it be presented and given a context by the presenter, or will it be a standalone package?





Cost

How much is the video worth to you, assuming that it achieves your objectives? Does this budget have to include VAT?

Timeline

Are there any important dates/events that the production must be scheduled around?

When does the project have to be completed by?

Personnel

Who is the main point of contact for the video within your organisation?

Who is responsible for approving the video?

If necessary, spend time and resources researching these questions: getting it right at this stage will pay dividends later.