1. PURPOSE (What is the video program expected to do?)

2. OBJECTIVES (What are your behavioral objectives for the viewers?)

3. WHY? (Why is video a good tool for what you want to accomplish?)

4. AUDIENCE (Who is the primary audience? Who is the secondary audience, if any?)

5. UTILIZATION (How and where will the video program be distributed and used?)

6. LIFESPAN (How long will this program remain up to date and usable?)

7. REFERENCE (Are there any programs similar to the one you want to do? List and describe what makes them effective or ineffective.)

8. ACQUISITION (What type of video footage will be need to tell the story? Do we need to shoot in specific locations and/or at specific times? Where? Why?)

9. PROGRAM DESIGN (How will parts or segments be tied together? Do you have an idea for the treatment, or approach, to use? Will the narrator appear on camera? Do you have in mind a specific narrator or on-camera host? Who else will appear and speak on camera?)

10. SCRIPTING (Do you have an outline of the content to be delivered? Who will research and provide the content? Who will write a draft narrative of the content?)

11. GRAPHICS (Do you envision specific graphic illustrations, animation, or text-pages for the program? Describe)

12. LENGTH (How long do you envision this program? Why that length?)

13. DEADLINE (When must the program be completed? Why then?)

14. BUDGET (What is the dollar range of your budget for this project?)