

Communication Project - Production Planner

Revised 10/2/10

Client data:

client's name: _____

organization: _____

phone: _____

email: _____

address: _____

Needs assessment:

What problem or situation exists that the program will address?

Audience data:

target audience: Who is your audience? (age, sex, education, occupation, etc.)

Generally speaking, what do you expect the audience to know or feel about the subject before viewing the program?

Project data:

project name: _____

description: _____

timeline/deadline: _____

budget: _____

media: How will the program be presented? (TV broadcast, web, DVD, etc.)

environment: Where will the program be presented? (home, business, festival, etc.)

- continued on other side -

