

## Production Feasibility Checklist

- \_\_\_ 1) Can it be produced within our Budget of \$\_\_\_\_\_. Will there be overtime?
- \_\_\_ 2) Can it be produced within our time limits of \_\_\_\_\_?
- \_\_\_ 3) Does it visually illustrate the behavioral objective of \_\_\_\_\_?
- \_\_\_ 4) Does it present any difficult audio problems. If so they are \_\_\_\_\_?
- \_\_\_ 5) Do we have access to the necessary talent / crew? \_\_\_\_\_
- \_\_\_ 6) Can we get permission to use the proposed locations? \_\_\_\_\_
- \_\_\_ 7) Do we need to hire additional crew (Director, Writer, Photog, Editor, Graphics, Etc)?
- \_\_\_ 8) Do we have adequate transportation for gear, talent and crew? \_\_\_\_\_
- \_\_\_ 9) Can we get the necessary releases? \_\_\_\_\_
- \_\_\_ 10) Do we have enough time for proper Pre-Production Planning? \_\_\_\_\_
- \_\_\_ 11) Does it meet our shelf-life expectations? \_\_\_\_\_
- \_\_\_ 12) Do we have the proper equipment? **Camera VTR Audio Power Lighting**  
**Graphics Post Etc**
- \_\_\_ 13) Will we need extensive Post Production Time? \_\_\_\_\_
- \_\_\_ 14) Fill in your own
- \_\_\_ 15)
- \_\_\_ 16)
- \_\_\_ 17)
- \_\_\_ 18)
- \_\_\_ 19)
- \_\_\_ 20)
- \_\_\_ 21)
- \_\_\_ 22)
- \_\_\_ 23)

This packet is available as a .PDF download at:  
<http://www.uwplatt.edu/~meinhard/feasibility.PDF>

## Pre- Production Interview

Date \_\_\_\_\_ Met With \_\_\_\_\_ Executive Producer yes\_\_\_ no\_\_\_

Requested by \_\_\_\_\_ Title \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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### What is this Program Expected to Accomplish?

**PURPOSE** \_\_\_ Motivate \_\_\_ Inform \_\_\_ Teach \_\_\_ Sell \_\_\_ Build Traffic \_\_\_ Awareness

\_\_\_ Brand \_\_\_ Persuade \_\_\_ Change Image \_\_\_ Entertain \_\_\_ Take Action \_\_\_\_\_ Other

**MEDIUM** \_\_\_ TV \_\_\_ Videotape \_\_\_ Radio \_\_\_ Newspaper \_\_\_ Flyer \_\_\_ Audio Cassette

\_\_\_ Compact Disc \_\_\_ CD ROM \_\_\_ DVD \_\_\_ Web Page \_\_\_ Audio Streaming

\_\_\_ Video Streaming \_\_\_ Other \_\_\_\_\_

\_\_\_ Will this be used in a class/board room?

\_\_\_ Handouts \_\_\_ Computer \_\_\_ VCR \_\_\_ Projector \_\_\_ Monitor \_\_\_ Other \_\_\_\_\_

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### TARGET AUDIENCE (Pretest \_\_\_ Yes \_\_\_ No)

Occupation

Men Women Children

Age

Income Range

Psychographics

Present Knowledge of topic

Present Attitude toward topic

English speaking?

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### AFTER SEEING THE PROGRAM, WHAT SHOULD THE AUDIENCE...

DO?

FEEL?

KNOW?

THINK

# Pre- Production Interview

## **PRODUCTION**

Producer

Director

Writer

Photographers:

Graphics

Audio

Post

Other

Other

Contact

## **Signs off on script**

Production Facility

Post Facility

Budget

Finished Program Show Date

Program Ship Date

Program Completed by

Post Production Starts

Shooting Dates

Script Sign Off

Final Script Due

Rough Script Due

Treatment Due

# Pre- Production Interview

## Essential Content ( 3 ideal, 5 max)

- 1)
- 2)
- 3)
- 4)
- 5)

## Nice-to-Know Content (3-5), in support of main goal

- 1)
- 2)
- 3)
- 4)
- 5)

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## Subject Experts

Name

Title

Phone

E-Mail

## Other Information Sources

# Pre- Production Interview

## Locations To Scout

Contact

Phone

Address

Time

Restrictions

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## PRESENTATION

Size of Room

Size of Screen

Number of People in Audience

Length of Program Limit

Support Materials

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## ANYTHING ELSE?

**REMINDER: Within 5 working days send a letter to client summarizing key understandings above**