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PRODUCTION PLANNING GUIDE

1. Description of Program:

2. Audience, what they already know about subject and what attitudes they might have about the subject:

3. Objectives—Cognitive, What do you want the viewer to know after viewing the program:

4. Objectives—Behavioral, What do you want viewer **to do** after viewing the program:

5. Outline of the program, or list key elements to be included:

6. Facts, specifics, statistics, details, etc.:

7. Visual elements to include: (E.g. equipment, buildings, graphs, people, props, etc.)

8. Key words or phrases: