

# Longmont Public Media

## Program Proposal Worksheet.

*We want to hear all about your ideas to create content with and Longmont Public Media! The following worksheet will walk you through everything we need to know to help make your vision a reality.*

### **Objective:**

*Why do you want to create content? What vision do you have, idea you want to explore or message you want to communicate? What would be your production's goal or purpose?*

### **Description:**

*What type of program do you want to create? What format do you have in mind to accomplish your video's objective? A short PSA? Talk show? 30 minute show? Talk show? Live Show?*

### **Audience:**

*Who is your target audience? Who do you want to watch your content? How does your content appeal to them? Does your content speak to the Longmont Community?*

**Location:**

*Where would you like to air your content?*

*Where do you plan on filming your content?*

**Talent:**

*Who will be hosting or featured in your content?*

**Show Pitch Logline:**

*A **logline** is a brief (usually one-sentence) synopsis of a production's story or purpose to stimulate interest. Looking at your work above, what is a brief synopsis of your content idea?*

**Procedure:**

*How will you make your vision reality? Creating a framework.*

Each production will be unique as your ideas, but by knowing your objective, description, audience and locations, you can start outlining steps to make a framework for your production.

Most successful shows have a format in place that keeps the audience engaged because they know what to expect. It also keeps them hooked to viewing more content. Having a format also helps standardize and speed up production because everyone in each phase of production knows what to expect, too.

Here is a simple example you can copy and paste to get started:

1. Introduction
  - a. 8-second montage introduction
2. Topic introduced.
  - a. Host appears and reads a script from teleprompter
3. Topic Analyzed.
  - a. Host talks about an idea for 5 minutes
  - b. Pictures of topics shown on screen.
4. Conclusion made
  - a. Host concludes.
5. Outro showed.
  - a. Montage shown that is similar.

[Here's another example more specific example of a production outline for a 10-minute "how-to" crafting show for women:](#)

This is essentially what is needed for a Production Proposal. Moving forward you can consult with the LPM Team to further define your ideas in a script, graphics and scheduling.

**Resources:**

For more information on program formatting and research, check out this PDF resource from <https://www.effinghamschools.com/>

