



**LONGMONT
PUBLIC
MEDIA**

Production Proposal Worksheet.

(The ODAL Form)

We want to help you make video content! The following worksheet will help you clarify specifics so that you can make and take actionable steps to turn your concepts into reality.

Objective:

Why do you want to create content? Is there a vision do you have, an idea you want to explore, or a 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 a reality? Create a framework.

Each production will be unique as your ideas, but you can outline a framework for your production by knowing your objective, description, audience, and locations.

Most successful shows have a format in place that keeps the audience engaged. It keeps them hooked to view more content because they know what to expect. Take for example game shows or late-night talk shows, there are different contestants or guests, but they all follow a similar routine within the show. Having a format also helps standardize and speed up production because everyone knows what to work on in each production phase.

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

1. Introduction
 - a. 8-second montage introduction
2. Topic introduced.
 - a. The host appears and reads a script from the teleprompter
3. Topic Analyzed.
 - a. The 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. The montage showed 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/>