

WORKSHEET 13: MATERIALS PRODUCTION WORKSHEET

1. Audiovisual Materials

a. Type of materials to be produced:

<i>Medium</i>	<i>Length</i>	<i>Number of Spots</i>
<input type="checkbox"/> Television	_____	_____
<input type="checkbox"/> Radio	_____	_____
<input type="checkbox"/> Online video	_____	_____
<input type="checkbox"/> Podcast	_____	_____
<input type="checkbox"/> Other _____	_____	_____

b. Production assistance needed:

- Producer
- Director
- Actors/voiceover talent
- Camera operator (for television/video)
- Studio technician (for radio)
- Video/audio editor
- Music composer
- Additional production crew members
- Other _____
- Other _____

c. Audiovisual production tasks:

<i>Task</i>	<i>Person Responsible</i>	<i>Deadline</i>
Writing script	_____	_____
Creating draft materials for pretesting	_____	_____
Selecting producer and crew	_____	_____
Securing production facilities	_____	_____
Hiring actors/voiceover	_____	_____
Scouting locations	_____	_____
Coordinating props and wardrobe	_____	_____

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<i>Task</i>	<i>Person Responsible</i>	<i>Deadline</i>
Creating or choosing music	_____	_____
Copying the script for all involved	_____	_____
Coordinating rehearsals	_____	_____
Directing production	_____	_____
Editing video or audio	_____	_____
Duplication/posting of final product	_____	_____

d. Audiovisual production budget:

<i>Item Description</i>	<i>Unit Price (per day, copy)</i>	<i>Quantity</i>	<i>Total Cost</i>
Production facility	_____	_____	_____
Producer	_____	_____	_____
Director	_____	_____	_____
Production crew:	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Actors/voiceover talent	_____	_____	_____
Music	_____	_____	_____
Materials/props/wardrobe	_____	_____	_____
Draft materials for pretesting	_____	_____	_____
Distribution	_____	_____	_____
Miscellaneous expenses	_____	_____	_____
Other expenses:	_____	_____	_____
Total audiovisual production expenses		\$ _____	_____

2. Print/Outdoor/Other Media

a. Type of materials to be produced:

<i>Medium</i>	<i>Size</i>	<i>Number of Versions</i>
<input type="checkbox"/> Newspaper/magazine ads	_____	_____
<input type="checkbox"/> Posters	_____	_____

- Brochures _____
- Billboards _____
- Transit ads _____
- Other _____

b. Production assistance needed:

- Artist
- Graphic designer
- Photographer
- Copywriter
- Publication writer/editor
- Printer/production facility
- Other _____
- Other _____

c. Media production tasks:

<i>Task</i>	<i>Person Responsible</i>	<i>Deadline</i>
Selecting production team	_____	_____
Developing visual concepts	_____	_____
Creating artwork	_____	_____
Copywriting ads	_____	_____
Writing/editing publications	_____	_____
Creating overall graphic design	_____	_____
Creating draft materials for pretesting	_____	_____
Determining specs and quantities	_____	_____
Soliciting bids from printers	_____	_____
Selecting printer	_____	_____
Coordinating printing process	_____	_____
Spot-checking printed materials	_____	_____
Distributing materials	_____	_____

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d. Media production budget:

<i>Item Description</i>	<i>Unit Price (per hour/day, copy)</i>	<i>Quantity</i>	<i>Total Cost</i>
Artist	_____	_____	_____
Graphic designer	_____	_____	_____
Photographer	_____	_____	_____
Copywriter	_____	_____	_____
Publication writer/editor	_____	_____	_____
Draft materials for pretesting	_____	_____	_____
Printing of each piece:	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Miscellaneous expenses	_____	_____	_____
Other expenses:	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total print/other media production expenses		\$ _____	

3. Digital Media

a. Type of medium to be produced:

<i>Medium</i>	<i>Size</i>	<i>Number of Versions</i>
<input type="checkbox"/> Website	_____	_____
<input type="checkbox"/> Social media site	_____	_____
<input type="checkbox"/> Software/application	_____	_____
<input type="checkbox"/> Mobile site	_____	_____
<input type="checkbox"/> SMS (text messaging) campaign	_____	_____
<input type="checkbox"/> Other _____	_____	_____

b. Production assistance needed:

- Web designer
- Software programmer
- Copywriter
- Mobile marketing provider
- Other _____
- Other _____

c. Digital production tasks:

<i>Task</i>	<i>Person Responsible</i>	<i>Deadline</i>
Selecting production team	_____	_____
Developing site design/function	_____	_____
Creating content	_____	_____
Programming site/application	_____	_____
Writing terms of service	_____	_____
Selecting domain name/web host	_____	_____
Selecting mobile provider/shortcode	_____	_____
Securing approval for mobile campaign on carriers' networks		
Creating draft site for pretesting	_____	_____
Finalizing site/app/mobile	_____	_____
Distributing/promoting site/app	_____	_____

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d. Digital production budget:

<i>Item Description</i>	<i>Unit Price (per hour/day, deliverable)</i>	<i>Quantity</i>	<i>Total Cost</i>
Web designer	_____	_____	_____
Software programmer	_____	_____	_____
Copywriter	_____	_____	_____
Mobile marketing provider	_____	_____	_____
Domain name/web host costs	_____	_____	_____
Mobile shortcode	_____	_____	_____
Test messaging costs	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Miscellaneous expenses	_____	_____	_____
Other expenses:	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total digital media production expenses		\$	_____