

R H E D

180 South Washington Street Suite 210  
Falls Church, VA 22046

P I X E L

T: 703.531.1325  
F: 703.534.0245

## ***Project Planning Worksheet***

1. What main points do you wish to make? **(no more than five)**

---

---

---

---

2. Who is the audience? **(please be specific)**

---

---

3. What is the audience's current attitude toward the topic?

---

---

4. Who else will see the program?

---

---

5. What do you want them to think after they see the program?

---

---

6. What do you want them to feel after viewing the program?

---

---

7. What do you want them to do after viewing the program?

---

---