

# DOCUMENTARY PRODUCER

## AS WE START

In order for you to get the most out of the course, it's important for you to have a firm idea of a documentary you would like to produce. You will then use THAT idea as your sample throughout the 10 sessions. This will ensure that you have a complete production book by the end of the 10 weeks. You can then adapt this to your upcoming projects.

**Ideally, answer these questions BEFORE the first meeting:**

What is your idea for a Documentary?

What is your idea in one sentence (log line)?

Who is the TARGET AUDIENCE for your documentary and WHY would they be interested?

Is there a CALL TO ACTION for your project (what do you want the audience to do after seeing this or what do you want them to consider/remember)?

Where is the best place for the target audience to SEE this program (distribution)?

Are there additional ways to use the program (short segments on line, social media memes or videos)? Are these fundable individually?

Who might be interested in helping to make this happen (funding or partnering)?  
Think about who would have interest in reaching your TARGET AUDIENCE or who would have interest in getting this information distributed.