Audio/Video Concept Proposal Form

Instructions

AHRQ program representatives must submit to the Office of Communications (OC) a completed Audio/Video Concept Proposal Form before AV projects begin. Information provided ensures that audio and video proposals are aligned with promotional goals, adequately funded, and planned according to appropriate timelines. Completed Audio/Video Concept Proposal Forms should be submitted to MultimediaSupport@ahrq.hhs.gov. Indicate in the email any items for which information is currently unavailable or if you need assistance from OC.

Note to Grantees: While AHRQ grantees are not required to complete and submit this form, they may use it as a tool to clarify their goals and may consult AHRQ's AV specialist for guidance.

Purpose (Text boxes have no size limits and will expand to fit entries.)

1. Provide a brief summary (<200 words) that describes your anticipated project. For instance, are you proposing a video or an audio product? If a video, will it be animated or include live action? How long will it be? Will it be an interview, an acted scenario, or an expert demonstration? What is the overall message and how does it align with AHRQ or HHS priorities?

2. What specific problem, need, or advancement will the product address?

3. Why is a video or audio the best way to convey your message?

4. If intended for training or information, will the product be added to existing training resources? If yes, which ones and how will it be incorporated into existing resources (provide a link to the appropriate AHRQ resource web page)?

Audience

1. Who is the intended audience? Has your intended audience expressed a need for an audio or video presentation of this information? If yes, explain.

2. Approximately how many people are in the target audience and how many do you believe will watch your video or listen to your recording?

3. How do you envision people will view the video or listen to the audio? Check all that apply.

   □ Individually, on personal computers

   □ In a group, such as a clinic staff or hospital team

   □ At a conference

   □ Other (specify)

4. Is the product for information only, or is it intended to support training or another activity?   Information   Support

5. How long will the information in the product be useful?

   □ <6 months

   □ 6 months to 1 year

   □ >1 year

6. How is the product different from other current products on the same topic?

Funding

1. What is the project's budget, including work provided by all contractors and vendors and covering production, editing, and Section 508 compliance?

2. Does the budget include funds for:

   • Preproduction (including scripting)?   Yes   No

   • Postproduction (including 508 compliance and transcripts)?   Yes   No

   • B-roll (background video)?   Yes   No

   • Music?   Yes   No

3. What is the funding source/contract mechanism?

Scheduling

1. What is the project's start date and completion deadline?

2. Is the final product tied to any event?   Yes   No

   • If yes, name of the event:

   • Date of the event:

Production

1. What is the expected product length?

2. What is the intended product style (e.g., interview, acted scenario, demonstration by an expert)?

3. Who will be featured in the product, and how will they be chosen? Will they be paid actors or narrators? (Note: Talent releases are required for every person clearly seen or heard in AV products, not just for people who are paid.)

4. Will the video or audio have a narrator? If developing a video, will the narrator be seen on camera or only heard in a voiceover?

5. For video only: If using B-roll (background video), how will it be obtained?

6. Will the video include animation?   Yes   No

   - If yes, what will be animated (check one)?

                        Entire video   Parts inserted into full video

   - If animation will be inserted, how will those parts be obtained or produced? Is the cost of the animation included in the budget?

7. Will music be added?   Yes   No

   - If yes, how will it be obtained? Please note that all music licenses must convey to AHRQ worldwide rights in perpetuity.

8. What vendor/subcontractor will produce the video (list each company and contact)?

   - Company name:

   - Main contact name with phone number:

9. What format will you need for dissemination?

   Web

   To be inserted into PowerPoint®

   Other (specify)

10. Is the Contractor aware that all scripts must be reviewed by OC and approved by AHRQ? Note that all scripts must be written in 2-column script format (see separate instructions, including a sample).   Yes   No

Clearance and Contracting

1. Identify the AHRQ program staff member who will work directly with OC to get AHRQ and HHS clearance. This person may be the Task Order Officer or another staff member.

2. Identify any subject matter experts, external partners, HHS representatives, or other parties you know are involved in the project and will need to review the final script and product.

   • Name and organization:

   • Contact information:

3. Has the Contractor been given copies of AHRQ Standards for Contractors Developing Multimedia Products?   Yes   No

4. Have the Contractor and Vendor been informed that they are responsible for getting a signed Talent Release Form for each person whose face is seen clearly on the video or whose voice is heard clearly on audio or video, including the narrator? The Talent Release Form must provide AHRQ with worldwide rights in perpetuity to use their image or voice.   Yes   No

5. Has the Contractor been informed that the final version of the video or audio product must comply with all relevant requirements of Section 508 of the Rehabilitation Act of 1973 including current requirements for captioning and audio description?

       Yes   No

Note: Video products require word-for-word captioning or subtitles plus audio description, including identifying sound effects; audio products require an accurate transcript, including identifying sound effects. See AHRQ's Publishing and Communications Guidelines, Appendix 2-B. Accessibility and the Revised 508 Standards, for more information.

Is this requirement written into the contract or task order?   Yes   No

Evaluation

1. How will you measure the product's impact or success?