**Video Request Form**

**Date:**

**Name:**

**School/Department:**

**Name of project:**

**Required date of project completion (MM/DD/YY):**

**Project Goals:**

Please share a description of your video project.

What are your objectives for this video?

Which of the three criteria does your piece meet: recruit prospective students, raise money or increase the reputation of Samford? If reputation, please explain.

How will you measure success?

**Target Audience:**

List your primary and secondary audiences.

What specific actions do you want your primary and secondary audience to take?

What is the estimated total viewership of this video in its first year?

**Messaging:**

Using Samford’s messaging, please provide all necessary content for this project.

**Design:**

Is this video part of a larger campaign? If so, please explain.

Are there any length requirements (short video (social), long video (website) or both)?

Are you aware of any photography or video that exists that can be incorporated in this new video project?

**Distribution:**

How will this video be used?

Please list everywhere this video will be viewed (events, specific webpages, social media platforms, etc.).