

## Appendix 5-C. AV Checklists

### Introduction

These checklists contain questions to assist AHRQ program and task order officers and contractors\* who are considering the production of audio or video products.

- Video Considerations Checklist
- Audio Considerations Checklist

**\*Note:** These checklists are not required of grantees. Grantees may use these forms if they wish, but are not required to send completed versions to AHRQ.



# Appendix 5-C. Video Considerations Checklist

Before adding video products to a contract's\* statement of work, AHRQ project or task order officers or other AHRQ staff must review Section H of the RFP paperwork, and consult with appropriate OCKT staff to discuss whether a video product is an appropriate medium for delivering the message. For that discussion, AHRQ staff should be able to answer basic questions about the proposed product, such as its purpose, audience, and funding. The questions in this checklist cover details that should be addressed.

The form can be completed online, but then must be saved to your computer. The form cannot be filed or sent by email through the Web. Please note that the boxes will allow you to enter as much text as you want, but if you want to print the forms, only the text that is visible in the box will print.

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## PURPOSE

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What do you intend to accomplish with this video (e.g., does the video's message relate to saving money, reducing a common medical error, etc.)?

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What specific message are you trying to send?

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How does your message align with AHRQ priorities?

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Why is a video product the best way to convey your message?

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If the video is intended to be used for training, what particular problem or issue are you addressing?

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## AUDIENCE

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Have you had specific requests for videos or DVDs regarding this information?      Yes      No  
If yes, from which individuals or groups?

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Who is your target audience?

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How many people do you believe will watch your video?

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How and when do you envision people viewing the video?      DVD  
Over the internet  
At a conference  
Other

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How will the audience use the information presented?

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How long will the information on the video be useful?      <6 months      1 year      >1 year  
What will determine when it is out of date?

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Do similar videos already exist?      Yes      No  
If yes, how will your video be different?

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## FUNDING

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What is the budget for the video?

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Does the budget include funds for:

Pre-production (including scripting)?                      Yes                      No

Post-production (including captioning/  
subtitles and transcripts)?                      Yes                      No

Duplication (including packaging)?                      Yes                      No

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What is the funding source?

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## SCHEDULING

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When do you need to have a finished  
video in hand?

Is the video project tied to any event?                      Yes                      No

If yes, name and date of the event:

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How many copies of the video will you  
require?

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In what format will you need the video?                      DVD  
Web  
Inserted into PowerPoint®  
Other

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Does the video need to be packaged in a  
particular way?                      Yes                      No

If yes, have you contacted someone from OCKT's publishing staff to review the packaging?                      Yes                      No

(Go to [Section 1](#) of the AHRQ Publishing and Communications Guidelines for information on style and submitting art files.)

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## PRODUCTION

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How long will the video be?

If the video will be distributed on DVD, will it be interactive?                      Yes                      No

If yes, how will it be interactive?

Who will be featured in the video?

How were these people chosen for the video?

Will b-roll (background video) be used?                      Yes                      No

If yes, how will it be obtained? And if there is a separate cost, how much will that be?

Will music be added?                      Yes                      No

If yes, what is the cost of the music, and what rights does purchase convey to AHRQ?

Will the video have animation?                      Yes                      No

If yes, how will it be obtained, and what is the cost of the animation?

Who is drafting the script? (OCKT must review all scripts.)

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What vendor will produce the video?

Company name

Main contact with phone number

Why was this vendor chosen?

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Through what mechanism will the vendor be paid (e.g., contract, task order, other)?

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## CLEARANCE AND CONTRACTING

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Who on the project will work with OCKT on getting AHRQ and HHS clearance for the video?

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In addition to OCKT staff, who will need to approve the script and/or final video?

Name

Contact information

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(a) Has the contractor and/or vendor been given copies of Appendixes 5-A and 5-B, which lay out AHRQ media rules and formats?	Yes	No
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If no, why not?

(b) Has the vendor been informed that every person whose face is seen on the video must sign a talent release?	Yes	No
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If no, why not?

(c) Is this written into the contract or task order? See Appendix 5-D. AV Releases for a sample.	Yes	No
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If no, why not?

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**(a) Has the vendor been informed that the final version of the video must comply with all relevant requirements of Section 508 of the Rehabilitation Act (including providing captioning or subtitles)?**

**Yes**

**No**

**If no, why not?**

**(b) Is this written into the contract or task order?**

**Yes**

**No**

**If no, why not?**

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## **EVALUATION**

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**How will you measure the video's impact or success?**



# Appendix 5-C. Audio Considerations Checklist

Before adding audio products to a contract's\* statement of work, AHRQ project or task order officers or other AHRQ staff must review Section H of the RFP paperwork, and consult with appropriate OCKT staff to discuss whether an audio product is an appropriate medium for delivering the message. For that discussion, AHRQ staff should be able to answer basic questions about the proposed product, such as its purpose, audience, and funding. The questions in this checklist cover details that should be addressed.

The form can be completed online, but then must be saved to your computer. The form cannot be filed or sent by email through the Web. Please note that the boxes will allow you to enter as much text as you want, but if you want to print the forms, only the text that is visible in the box will print.

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## PURPOSE

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What do you intend to accomplish with this audio recording (e.g., does the message relate to saving money, reaching a particular audience, etc.)?

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What specific message are you trying to send?

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How does your message align with AHRQ priorities?

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Why is an audio product the best way to convey your message?

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If the recording is intended to be used for training, what particular problem or issue are you addressing?

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## AUDIENCE

---

Have you had specific requests for audio recordings regarding this information? **Yes** **No**  
If yes, from which individuals or groups?

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Who is your target audience?

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How will the audience use the information presented?

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How many people do you believe will listen to your recording?

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How and when do you envision people will listen to the audio file? **CD**  
**Through the internet**  
**At a conference**  
**Other**

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How long will the information be useful? **<6 months** **1 year** **>1 year**

What will determine when it is out of date?

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Do similar recordings already exist? **Yes** **No**  
If yes, how will your recording be different?

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## FUNDING

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What is the budget for the product?

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Does the budget include funds for:

Pre-production (including scripting)?      Yes      No

Post-production (including transcripts)?      Yes      No

Duplication (including packaging)?      Yes      No

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What is the funding source?

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## SCHEDULING

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When do you need to have a finished product in hand?

Is the product tied to any event?      Yes      No

If yes, name and date of the event:

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How many copies of the recording will you require?

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How will the recording or file be distributed?

- Mail
  - Conference
  - Internet
  - Other
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Does the recording need to be packaged in a particular way?      Yes      No

If yes, have you contacted someone from OCKT's publishing staff to review the packaging?                      Yes                      No

(Go to [Section 1](#) of the AHRQ Publishing and Communications Guidelines for information on style and submitting art files.)

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## PRODUCTION

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How long will the recording be?

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Who will be featured in the recording?

How were these people chosen for the product?

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Will stock music be used?                      Yes                      No

If yes, (a) how will it be obtained, (b) what is the cost of the music, and (c) what rights does purchase convey to AHRQ?

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Who is drafting the script? (OCKT must review all scripts.)

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What vendor will produce the recording?

Company name

Main contact with phone number

Why was this vendor chosen?

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Through what mechanism will the vendor be paid (e.g., contract, task order, other)?

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## CLEARANCE AND CONTRACTING

---

Who on the project will work with OCKT on getting clearance for the recording?

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In addition to OCKT staff, who will need to approve the script and/or final recording?

Name

Contact information

---

(a) Has the contractor and/or vendor been given copies of Appendixes 5-A and 5-B, which lay out AHRQ media rules and formats?	Yes	No
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If no, why not?

(b) Has the vendor been informed he is required to provide transcripts of all audio files?	Yes	No
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If no, why not?

(c) is this written into the contract or task order?	Yes	No
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If no, why not?

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(a) Has the vendor been informed that every person whose voice is heard in the recording must sign a talent release?	Yes	No
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If no, why not?

(b) Is this written into the contract or task order? See <a href="#">Appendix 5-D. AV Releases</a> for a sample.	Yes	No
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If no, why not?

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**(a) Has the vendor been informed that the final version of the recording must comply with all relevant requirements of Section 508 of the Rehabilitation Act?**

**Yes**

**No**

**If no, why not?**

**(b) Is this written into the contract or task order?**

**Yes**

**No**

**If no, why not?**

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## **EVALUATION**

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**How will you measure the product's impact?**