# Audio/Video Concept Proposal Form

## Instructions

AHRQ program staff must submit to the Office of Communications (OC) a completed Audio/Video Concept Proposal Form before A/V projects begin. The information you provide will ensure that audio and/or video products are adequately funded, planned according to appropriate timelines, align with AHRQ and HHS goals, and are cleared with HHS, if necessary. Completed Audio/Video Concept Proposal Forms should be submitted to [MultimediaSupport@ahrq.hhs.gov](mailto:MultimediaSupport@ahrq.hhs.gov). When you submit the form, indicate any items for which information is currently unavailable or if you need assistance from OC to complete the form.

The TOO may have the Contractor assist in filling out this form. However, the form should be completed electronically and then saved as a Word file. Only the TOO (or other AHRQ employee) should submit the form. Printed forms completed by hand may be hard to read and may not be accepted.

**Note:** The word “Product” refers specifically to the video or audio you are creating. In the rare case that the entire contract is to create a video or audio product, make it clear that the contract and product are the same.

**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. If you consult [MultimediaSupport@ahrq.hhs.gov](mailto:MultimediaSupport@ahrq.hhs.gov) for guidance, identify yourself as a grantee.

## Purpose

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 real people? 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. After they view the video, what specific action do you want the audience to take? Describe the call to action in detail and explain how it aligns with the objectives of the video content.
3. Approximately how many people are in the target audience and how many do you believe will watch your video or listen to your recording? You may generalize or use percentages.
4. How do you envision people will view the video or listen to the audio? Enter X for all that apply.

[ ] Individually, on personal computers

[ ] In a group, such as a clinic staff or hospital team

[ ] At a conference

[ ] Other (specify)

1. Is the product for information only, or is it intended to support training or another activity?
2. How long will the information in the product be useful (enter X for the timeframe)?

[ ] <6 months

[ ] 6 months to 1 year

[ ] >1 year

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

## Funding

1. What is the product’s budget, including work provided by all contractors and vendors and covering production, editing, and Section 508 and WCAG 2.2 compliance?
2. Does the budget include funds for (enter X):

* Preproduction (including scripting)? [ ] Yes [ ] No
* Postproduction (including 508 compliance and transcripts)? [ ] Yes [ ] No
* B-roll? [ ] Yes [ ] No
* Music? [ ] Yes [ ] No

1. What is the funding source/contract mechanism?

## Scheduling

1. What is the product’s start date and completion deadline?
2. Is the final product tied to any event (enter X)? [ ] 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 (enter X)? [ ] Yes [ ] No

* If yes, will the entire video be animated, or will animation be inserted into the 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?

1. Will music be added (enter X)? [ ] Yes [ ] No

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

1. What vendors/subcontractors will produce the video?

* Company name:
* Main contact name with phone number for each vendor/subcontractor:

1. What format will you need for dissemination (enter X for all that apply)?

[ ] Web

[ ] To be inserted into PowerPoint®

[ ] Other (specify)

1. 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- or 3-column script format. See samples linked from the [Publishing and Communications Guidelines](https://www.ahrq.gov/research/publications/pubcomguide/index.html) home page.

## Clearance and Contracting

1. Identify the AHRQ program staff member (with email address) who will work directly with OC to get AHRQ and HHS clearance. This person may be the Task Order Officer or another staff person.
2. Identify any subject matter experts, external partners, HHS representatives, or other parties you know are involved in creating the product and will need to review the final script and product.

* Name and organization:
* Contact information:

1. Has the Contractor been given copies of [Appendix D, AHRQ Standards for Contractors Developing Multimedia Products](https://www.ahrq.gov/research/publications/pubcomguide/pcguide1apd.html) (enter X)? Yes No
2. 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.   
     
   (enter X) [ ] Yes [ ] No
3. 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 ([29 USC 794(d)](https://www.govinfo.gov/content/pkg/USCODE-2017-title29/html/USCODE-2017-title29-chap16-subchapV-sec794d.htm)), including current requirements for captioning and audio description (enter X)?   
     
   [ ] 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](https://www.ahrq.gov/research/publications/pubcomguide/pcguide2apb.html), for more information.   
     
   Is this requirement written into the contract or task order (enter X)? [ ] Yes [ ] No

## Distribution and Marketing

### Primary Distribution Medium

1. What are the primary distribution media for the video? (Enter an X for all that apply and specify any social media channels)

[ ] AHRQ Website

[ ] Social Media

[ ] Facebook

[ ] X

[ ] LinkedIn

[ ] Instagram

[ ] Other (specify):

[ ] Email newsletters

[ ] Conferences or live events

[ ] Other (specify):

### Distribution and Marketing Plan

1. Who will develop the distribution and marketing plan for the video?

[ ] The plan will be developed in-house.

[ ] Assistance is required from the Office of Communications (OC).

[ ] Both (Specify details): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Search Engine Optimization and Content Optimization

1. Has the video script been optimized from an SEO perspective (enter X?)) [ ] Yes [ ] No  
     
   If yes, what are the targeted keywords and phrases?   
     
   Primary Keywords:   
   Secondary Keywords:   
     
   What is AHRQ’s current ranking or visibility relative to these keywords?

### Additional Promotion Strategies

1. Will there be additional promotional activities to enhance the reach of the video? (Describe any planned activities or resources needed) (enter X for all that apply)?

[ ] Social media campaigns

[ ] Partnerships or collaborations

[ ] Press releases or media outreach

[ ] Paid advertising

[ ] Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Evaluation

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

### Monitoring and Metrics

1. How will you monitor the effectiveness of the distribution and promotional efforts ( enter X for all that apply)?

[ ] Viewer engagement metrics (e.g., views, likes, shares, comments)

[ ] Website traffic analytics

[ ] Conversion rates (e.g., actions taken after viewing)

[ ] Feedback surveys

[ ] Other (specify):