



VIDEO MARKETING MATRIX

Interview Candidate # _____ Name _____

Likely Filming Location(s) _____

Background – education and career, history with organization, personal/family circumstances (e.g. widowed, whether children or no, any health issues), demographics (age, ethnicity, etc.), why chosen

Key Message	Interview Questions and Statements Needed	B-Roll & Photos Needed
	<ol style="list-style-type: none">1.2.3.4.5.6.7.8.9.10.	