THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Product Plan

Product ID   PP00000287-1

Product Stakeholders

Product Manager	Publishing Services Partner (PSP)

Other(s)

Product

Product Name (If a product name has not been determined, include possible titles to initiate contact with IP.)	Initiating Department

Annual Publishing Plan Information

This product is included in the approved annual publishing plan.

☐ Yes   ☐ No

If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

Executive Summary

Product Overview

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

Key Message

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.

List any related Church products that have a similar purpose or have opportunities for cross-department collaboration.

Types of content and deliverables (include a description for all that apply).

Doctrinal study (scripture, prophetic word, etc.):

Support (training, information, etc.):

Inspiration (simplified, bite-sized doctrine):

Key Milestones

List key product milestones, including approval dates, launch dates, and so on.

Cost Estimates

Year	Content/Technology Development Cost	Maintenance Cost	Total Estimated Cost
1			$0.00
2			$0.00
3			$0.00
4			$0.00
5			$0.00
Total	**$0.00**	**$0.00**	**$0.00**

Product Plan—continued

Executive Summary

Channels

Indicate possible channels through which the product will be delivered (select all that apply).

Content Type

Select your content type

☐ Audio ☐ Video ☐ Text ☐ Image ☐ Other:

Medium

Physical   *Digital*

☐ Apparel
☐ Card
☐ CD
☐ DVD
  ☐ Distribution Center
  ☐ Deseret Book
  ☐ Other:
☐ Form
☐ Instruction/Handbook
☐ Kiosk, Exhibit, or Visitor Center
☐ Kit
☐ Letter/Notice
☐ Magazine
  ☐ Liahona
  ☐ Ensign
  ☐ New Era
  ☐ Friend
  ☐ Other:
☐ Manual/Book
☐ Pamphlet
☐ Picture/Poster
☐ Presentation
☐ Signage
☐ Stationery
☐ Supplies
☐ Other:

☐ Broadcast
  ☐ Mormon Channel
  ☐ BYU
  ☐ General Conference
  ☐ Other:
☐ E-Learning
☐ Email
☐ E-Pub
  ☐ Liahona
  ☐ Ensign
  ☐ New Era
  ☐ Friend
  ☐ Manual
  ☐ Other:
☐ Learning Management System
☐ Mobile App
  ☐ Bible Videos
  ☐ Book of Mormon
  ☐ Ensign
  ☐ Family Search Language
  ☐ Gospel Library
  ☐ LDS Music
  ☐ LDS Tools
  ☐ LDS Youth
  ☐ Mormon Channel
  ☐ Scripture Mastery
  ☐ Other:

☐ Software
☐ Social Media
  ☐ Facebook
  ☐ Google+
  ☐ Instagram
  ☐ LinkedIn
  ☐ Pinterest
  ☐ Twitter
  ☐ YouTube
  ☐ Other:
☐ Theatre
☐ Website
  ☐ LDS.org:
  ☐ FamilySearch.org
  ☐ Mormon.org
  ☐ MormonNewsroom.org
  ☐ MormonTabernacleChoir.org
  ☐ Seminaries and Institutes:
  ☐ Other:
☐ Web App
  ☐ Gospel Library
  ☐ Other:
☐ Other:

Content and Message Plan

Translation

This product will be translated into multiple languages	Translation details
☐ No ☐ Yes (specify below):	☐ Dubbing

Translation details:
☐ Dubbing
☐ Closed captions
☐ Subtitles

Phase 2B:

☐ Cantonese (267)	☐ English, Audio MP3 (966)	☐ Italian (160)	☐ Portuguese (059)	☐ Tagalog (893)
☐ Cebuano (853)	☐ English, Digital Cartridge (087)	☐ Japanese (300)	☐ Russian (173)	☐ Tongan (900)
☐ Chinese (265)	☐ French (140)	☐ Korean (320)	☐ Samoan (890)	
☐ English (000)	☐ German (150)	☐ Mandarin (268)	☐ Spanish (002)	

Phase 2A:

☐ Afrikaans (501)	☐ Danish (110)	☐ Greek (133)	☐ Malagasy (654)	☐ Tahitian (895)
☐ Albanian (101)	☐ Dutch (120)	☐ Haitian (036)	☐ Mongolian (363)	☐ Thai (425)
☐ Armenian (201)	☐ English, Audio DAISY (963)	☐ Hungarian (135)	☐ Norwegian (170)	☐ Ukrainian (192)
☐ Bulgarian (112)	☐ English, Braille (017)	☐ Ilokano (864)	☐ Polish (166)	☐ Vietnamese (435)
☐ Cambodian (258)	☐ English, Braille Web (964)	☐ Indonesian (299)	☐ Romanian (171)	
☐ Chinese, simplified (266)	☐ Estonian (124)	☐ Kekchi (043)	☐ Spanish, Braille (004)	
☐ Croatian (119)	☐ Fijian (858)	☐ Latvian (153)	☐ Swahili (743)	
☐ Czech (121)	☐ Finnish (130)	☐ Lithuanian (156)	☐ Swedish (180)	

Phase 1

☐ American Sign Language (010)	☐ Hindi (294)	☐ Malay (348)	☐ Setswana (763)	☐ Tshiluba (760)
☐ Amharic (506)	☐ Hmong (295)	☐ Maltese (159)	☐ Shona (731)	☐ Turkish (186)
☐ Bislama (852)	☐ Icelandic (190)	☐ Marshallese (874)	☐ Sinhala (408)	☐ Twi (503)
☐ Burmese (256)	☐ Igbo (593)	☐ Navajo (054)	☐ Slovak (176)	☐ Urdu (434)
☐ Chuukese (901)	☐ Kannada (308)	☐ Nepali (372)	☐ Slovenian (177)	☐ Xhosa (774)
☐ Efik (553)	☐ Kiribati (859)	☐ Palauan (881)	☐ Sotho, Southern (739)	☐ Yapese (905)
☐ Fante (502)	☐ Kosraean (868)	☐ Persian (382)	☐ Tamil (418)	☐ Yoruba (779)
☐ Georgian (131)	☐ Lao (331)	☐ Pohnpeian (885)	☐ Telugu (421)	☐ Zulu (783)
☐ Hiligaynon (861)	☐ Lingala (639)	☐ Serbian (202)	☐ Tok Pisin (878)	

Introductory Phase

☐ Bengali (242)	☐ Iban (297)	☐ Kazakh (145)	☐ Macedonian (158)
☐ Hindi, Fiji (298)	☐ Kamba (604)	☐ Kinyarwanda (716)	☐ Malayalam (349)

Product Plan—continued

Audience

Audience demographics (check all that apply)

Membership Status	If active, which segments? →	Active Membership Segments
☐ Active Members ☐ Inactive members ☐ Nonmembers		☐ Segment A ☐ Segment B ☐ Segment C ☐ Segment D ☐ Segment E

Ages

☐ Adult (ages 30+)   ☐ Young adult (ages 18-30)   ☐ Youth (ages 12-18)   ☐ Pre-adolescent (ages 8-12)   ☐ Child (ages 3-7)

Genders	Relationships
☐ Male ☐ Female	☐ Single ☐ Married ☐ Divorced ☐ Widowed

Other Audiences

☐ Internal, operational use only   ☐ Opinion leaders   ☐ Other (specify):

How many people do you expect to reach with this product? (indicate phases if applicable)

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

Who will conduct any additional audience research?

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness (refer to the Mediums and Channels section).

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

Indicate how frequently these measurements will be reported and to whom they will be reported.

Maintenance Plan

Describe the ongoing maintenance needs for the product.

Indicate how often this content will need to be revised or updated.

Describe the product's retirement plan.

Help Plan

Describe how the audience will get help using your product

Describe who will be primarily responsible for maintaining any help content

Will this product be supported by the GSC?

☐ Yes ☐ No

Product Plan—continued

Flexibility Matrix For each level of High, Medium and Low flexibility, write the project aspect that matches that level of flexibility: Resources (budget), Scope (feature set), and Schedule.

High Flexibility	Resources
Medium Flexibility	Schedule
Low Flexibility	Scope

International Considerations

Is this product intended for an international audience?

☐ Yes ☐ No

*If yes, in what international areas will this product be distributed?

☐ Africa Southeast Area	☐ Angola	☐ Democratic Republic of Congo	☐ Gabon	☐ Mauritius	☐ Rwanda	☐ Swaziland
	☐ Botswana	☐ Djibouti	☐ Kenya	☐ Mozambique	☐ Seychelles	☐ Tanzania
	☐ Burundi	☐ Equatorial Guinea	☐ Lesotho	☐ Namibia	☐ Somalia	☐ Uganda
	☐ Cameroon	☐ Eritrea	☐ Madagascar	☐ Republic of Congo	☐ South Africa	☐ Zambia
	☐ Central African Republic	☐ Ethiopia	☐ Malawi	☐ Reunion	☐ South Sudan	☐ Zimbabwe

☐ Africa West Area	☐ Benin	☐ Ivory Coast	☐ Guinea Bissau	☐ Mauritania	☐ Senegal	☐ Togo
	☐ Burkina Faso	☐ Ghana	☐ Liberia	☐ Niger	☐ Sierra Leone	
	☐ Chad	☐ Guinea	☐ Mali	☐ Nigeria	☐ The Gambia	

☐ Asia Area	☐ Bangladesh	☐ India	☐ Macau	☐ Myanmar	☐ Sri Lanka	☐ Uzbekistan
	☐ Cambodia	☐ Indonesia	☐ Malaysia	☐ Nepal	☐ Taiwan	☐ Vietnam
	☐ China	☐ Kyrgyzstan	☐ Maldives	☐ Pakistan	☐ Tajikistan	
	☐ Hong Kong	☐ Laos	☐ Mongolia	☐ Singapore	☐ Thailand	

☐ Asia North Area	☐ Guam	☐ Japan	☐ Micronesia	☐ Northern Mariana Islands	☐ Palau	☐ South Korea

☐ Brazil

☐ Caribbean Area	☐ Antigua Barbuda	☐ Cayman Islands	☐ French Guiana	☐ Jamaica	☐ Saint Maarten	☐ Virgin Islands – British
	☐ Aruba	☐ Cuba	☐ Grenada	☐ Martinique	☐ Saint Vincent Grenadines	☐ Virgin Islands – U.S.
	☐ Bahamas	☐ Curacao	☐ Guadeloupe	☐ Puerto Rico	☐ Suriname	
	☐ Barbados	☐ Dominica	☐ Guyana	☐ Saint Kitts Nevis	☐ Trinidad and Tobago	
	☐ Bonaire	☐ Dominican Republic	☐ Haiti	☐ Saint Lucia	☐ Turks and Caicos Islands	

☐ Central America Area	☐ Belize	☐ El Salvador	☐ Honduras	☐ Panama
	☐ Costa Rica	☐ Guatemala	☐ Nicaragua	

☐ Europe Area	☐ Albania	☐ Croatia	☐ Germany	☐ Ireland	☐ Macedonia	☐ Serbia
	☐ Andorra	☐ Cyprus	☐ Gibraltar	☐ Isle of Man	☐ Malta	☐ Slovakia
	☐ Austria	☐ Czech Republic	☐ Greece	☐ Italy	☐ Netherlands	☐ Slovenia
	☐ Belgium	☐ Denmark	☐ Greenland	☐ Jersey	☐ Norway	☐ Spain
	☐ Bosnia and Herzegovina	☐ Falkland Islands	☐ Guernsey	☐ Kosovo	☐ Poland	☐ Sweden
	☐ Cape Verde	☐ Finland	☐ Hungary	☐ Liechtenstein	☐ Portugal	☐ Switzerland
	☐ Corsica	☐ France	☐ Iceland	☐ Luxembourg	☐ Romania	☐ United Kingdom

☐ Europe East	☐ Armenia	☐ Bulgaria	☐ Kazakhstan	☐ Moldova	☐ Turkey
	☐ Azerbaijan	☐ Estonia	☐ Latvia	☐ Montenegro	☐ Turkmenistan
	☐ Belarus	☐ Georgia	☐ Lithuania	☐ Russia	☐ Ukraine

☐ Mexico

☐ Middle East Africa North	☐ Afghanistan	☐ Iran	☐ Kuwait	☐ Oman	☐ Tunisia
	☐ Algeria	☐ Iraq	☐ Lebanon	☐ Qatar	☐ United Arab Emirates
	☐ Bahrain	☐ Israel	☐ Libya	☐ Saudi Arabia	☐ Yemen
	☐ Egypt	☐ Jordan	☐ Morocco	☐ Syria	

☐ Pacific Area	☐ American Samoa	☐ Fiji	☐ Marshall Islands	☐ Niue	☐ Tonga
	☐ Australia	☐ French Polynesia	☐ Nauru	☐ Papua New Guinea	☐ Tuvalu Islands
	☐ Christmas Island	☐ Kiribati	☐ New Caledonia	☐ Samoa	☐ Vanuatu
	☐ Cook Islands	☐ Kiritimati	☐ New Zealand	☐ Solomon Islands	

☐ Philippines

☐ South America Northwest	☐ Bolivia	☐ Colombia	☐ Ecuador	☐ Peru	☐ Venezuela

☐ South America South Area	☐ Argentina	☐ Chile	☐ Paraguay	☐ Uruguay

Product Plan—continued

Approvals

Sponsoring Department Approval

Signature of sponsoring department managing director	Date

Correlation Approval

Signature of Director of Correlation Evaluation	Date

CSC Approval

CSC minute entry number	Date

Area Requests   For Area Requests Only

Signature of Publishing Services Manager	Date
Signature of Correlation Intellectual Property Office reviewer	Date
CSC minute entry number	Date

Product

Product name	Initiating department

Visual Identity and Copyright

Will a vendor or contractor assist in the creation of this product? ☐ Yes ☐ No	If yes →	Is the vendor or contractor familiar with the Church's Visual Identity Style Guide (PD00001817)? ☐ Yes ☐ No

Briefly describe how the various deliverables of this product (for example, print, Internet mobile, and broadcast) will relate visually to each other:

The First Presidency has asked that all Church products include both the official Church logo and a copyright notice in a format approved by the Intellectual Property Division of the Correlation Department.

Will all the deliverables of this product include the official Church logo?

☐ Yes

☐ No	Has an exception previously been approved by the Intellectual Property Division of the Correlation Department?	
	☐ Yes	Enter the exception approval #
	☐ No	Please explain why it is believed an exception is needed:
		Department minute number: (Generally, approval by an executive director or equivalent is required.)

Will all the deliverables of this product include the standard Church copyright notice?

☐ Yes

☐ No	Has an exception previously been approved by the Intellectual Property Division of the Correlation Department?	
	☐ Yes	Enter the exception approval #
	☐ No	Please explain why it is believed an exception is needed:
		Department minute number: (Generally, approval by an executive director or equivalent is required.)