



Public Service Campaign Application

AAF - Great Falls
PO Box 634
Great Falls, MT 59403

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Please answer each question in the space provided and submit the completed application

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person/Title: _____

Business Phone: _____ Email: _____

1) Briefly describe the purpose of your organization.

2) How are you funded? What is your tax status? Please note, your organization must be exempt from Federal Income Tax under Section 501 (c) (3) or similar section of the IRS code.

3) What other organizations in Great Falls perform duties similar to your organization?

4) How many employees (including yourself) do you have in your organization?

5) What is the current public perception of your organization?

6) Has your organization been involved in any past legal infractions? Any allegations filed against your organization?

7) Are there any legal requirements that must be included in your ads?

8) What would your approval process be?

9) Do you have a Board of Directors? If yes, please include their names.

10) Do you currently have a marketing/communications/public relations department or an employee who handles these efforts? If yes, please define their role and responsibilities.

11) Who would you consider your target audience to be? Why?

12) What message does your organization wish to convey?

13) What is your organization expecting to happen as a direct result of this campaign?

14) Do you have an existing photo/video/film library? If so, how extensive is it?

15) Is your organization currently running any advertising in broadcast, print or radio media? If yes, please list the TV station, radio station, or publication.

16) Do you know of any publications or broadcast media that would grant you space to run your ads? Please list.

17) Do you have any contacts with editors/photographers/typesetters/printers who would be willing to donate their services?

18) This is an open section. Please note any additional comments you would like to make.