



AAF Raleigh-Durham Public Service Application 2010-2011

The American Advertising Federation Raleigh-Durham is now accepting applications for consideration for the 2010-2011 Public Service Advertising Campaign. Each year, AAF-RDU partners with one of the area's colleges or universities to develop and implement a public service advertising campaign for a non-profit organization based in the Greater Raleigh area that needs assistance in publicizing its cause.

Interested organizations may submit their application below. You may edit this PDF directly in the highlighted areas. Save, then email to aubreyeckerson@live.com

For printed applications, please use extra pages if you need more space to answer the questions. Mail printed form to:

Aubrey Eckerson
111 Ferris Wheel Court
Cary, NC 27513

All applications are due by 6:00 p.m. on August 6, 2010. The selection process will engage a committee that will interview the finalists. Organizations selected for an interview will be notified by August 13, 2010. Final notification to the chosen organization will be completed by August 20, 2010. The campaign may include the creation of various television, print, radio, web, out-of-home, and other collateral materials for the organization. Specific details of the project will be determined after an evaluation of the chosen organization's needs. The PSA planning process will begin in August 2010 and will be launched in early 2011.

Please indicate contact information for the person who will act as the liaison between your organization and the AAF-RDU's Public Service Committee.

Organization: _____ Date: _____

First Name: _____ Last Name: _____

Address 1: _____

Address 2: _____

City/State/ZIP: _____

Telephone: _____ Email: _____

Website: _____

When, where and for what purpose was your organization founded?



Is your's a non-profit group? _____

What is your tax exempt status with the Internal Revenue Service?

What does your organization offer & who are the recipients?

Do you have a national headquarters? If so, where are they located?

How is your organization funded?

If funds are solicited from the general public, is your organization registered with the National Information Bureau? If it is registered, does the Bureau state in its current report that your organization meets its standards?

What is the nature of the problem you believe can be alleviated with the help of public service advertising? Please document the problem, using key statistics or other evidence.

What will the individual (person on the street) be asked to do in your advertisement?



When and in what media would you like to see your public service advertising campaign launched?

In your opinion, to what extent, if any would the proposed public service advertising campaign be Sectarian, politically partisan, commercial, special interest, or an influence upon pending legislation?

What other organization(s), private or federal, presently offer public service advertisements addressed to the same problem? How does your program differ?

Have funds been allocated or budgeted with which to conduct the public service advertising campaign? If so, what amount?

Have you made any arrangements for creation, production, reproduction or distribution to the media?

Have you ever worked with any media or advertising companies, paid or donated, to create ads or other related materials in this area? If so, who was the company, what was the purpose, and when did it occur?

Who do you feel is your main target audience(s) and what would you hope to accomplish with this group(s)?
