



**Public Service Campaign Project
2009/10 Application**

Submittal Deadline – January 5, 2010

Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Contact Person _____ Phone _____

You may attach additional sheets to this application to fully answer each question if needed. Please only include information that is relevant to the questions.

1. When, where and for what purpose was your organization formed?

2. Does your group have 501(c) 3 non-profit status? Yes No (Circle One)

3. Do you have a national headquarters? Yes No (Circle One)

4. What services does your organization offer and in what demographic profile do the people you serve fit?

5. How is your organization funded?

6. What specific goal(s) do you believe can be achieved with the help of public service advertising? Please document the problem, using key statistics or other evidence. (Please attach the information to this form.)

7. What other organizations, private or federal, presently offer public service advertisements addressed to the same problem? How does your program differ?

8. Have you approached or paid any other media source or advertising agency to create advertising or related activities? Yes No (Circle One) If yes, please provide the name of the group or agency.

9. Tell us your decision-making process – is it:

- By staff.
- By board/committee. If so, how many?
- By volunteers. If so, how many?

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Contact Information:

Ad Club/AAF – Great Falls

Attn: Public Service Committee

P.O. Box 634

Great Falls, MT 59403

Telephone: 761-6453, Fax: 453-1128

Email: gfaf@gfaf.com

Note: Please understand that our services are pro-bono and are provided by industry professionals. As such, it is expected that the winning organization will play mostly an advisory role with creative decisions and direction being provided by Ad Club/AAF – Great Falls.