



# PUBLIC SERVICE CAMPAIGN

## APPLICATION QUESTIONNAIRE

### INSTRUCTIONS:

1. Please answer each question in the space provided and submit the completed application to: [publicservice@ad2nashville.org](mailto:publicservice@ad2nashville.org)
2. If selected, you will be offered an opportunity to make a presentation to the Ad 2 Public Service Committee. The purpose of the presentation will be to obtain a deeper understanding of your marketing objectives and evaluate Ad 2 Nashville's involvement in the project.
3. The deadline for submitting a completed application is **September 2nd, 2011**.
4. Agencies, organizations or groups served must be non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code.

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Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_



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

5. Is your Organization an affiliate of a national organization? Where is the organization based?

6. What is the current public perception of your organization?



10. Do you have a Board of Directors? If so, please include their names.

11. 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.

12. Who would you consider your target audience to be? Why?

13. What message does your organization wish to convey?

14. What is your organization expecting to happen as a direct result of this campaign?

15. Does your organization have a current Advertising/Marketing/Print Budget? If so, how is it funded.

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

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

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

19. Do you have any contacts with editors/photographers/typesetters/printers who would be willing to donate their service?

20. This is an open section. Please note any addition comments you would like to make.