

Public Service Advertising Application for Consideration

In addition to the answers requested below, please provide us with your most recent annual report.
Mail your completed application, annual report and any support materials to:

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Department of Journalism & Mass Communication
Creighton University
2500 California Plaza
Omaha, NE 68178-0100

Application deadline is September 10, 2010

1. Please indicate the full name, address and telephone of your organization and the person who would serve as the liaison between your organization and the American Advertising Federation Omaha's Public Service Committee.
2. When, where and for what purpose was your organization formed?
3. Is yours a nonprofit group? What is its tax exempt status with the Internal Revenue Service?
4. Do you have a national headquarters?
5. What services does your organization offer and who are the recipients?
6. How is your organization funded?
7. 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?
8. What is the nature of the problem that you believe can be alleviated with the help of public service advertising? Please document the problem, using some key statistics or other evidence.
9. What will the individual, the "person on the street," be asked to do in your advertisement?
10. When and in what media would you like to see your advertising appear?
11. In your opinion, to what extent, if any, would the proposed public service advertising campaign be: sectarian, politically partisan, commercial, or special interest or an influence upon pending legislation?
12. What other organization(s) private or federal, presently offer public service advertisements addressed to the same problem? How does your program differ?
13. Have funds been allocated or budgeted with which to conduct the public service advertising campaign, and if so, what amount?
14. Have you made any arrangements for creation, production, reproduction or distribution to the media? Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.
15. When does your organization hope to launch your public service advertising campaign?