



## PUBLIC SERVICE CAMPAIGN APPLICATION

Name of Non-Profit Group Requesting Assistance: \_\_\_\_\_

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

Phone # & Website: \_\_\_\_\_

What is the purpose and/or nature of this group? \_\_\_\_\_

Size of paid staff? \_\_\_\_\_ What is the group's IRS non-profit status? \_\_\_\_\_

Contact person & title: \_\_\_\_\_ Email: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

What local or national mechanism exists for distribution of information and materials for your group?

Please attach any supporting materials with your application. \_\_\_\_\_

Is the group currently utilizing "public service" announcements (PSA's) from broadcast or print media? If so, please list media: \_\_\_\_\_

If PSA's were not produced by the media donating space, how were they produced? Please explain by who and at what cost to the group. \_\_\_\_\_

What result vehicle do you have in place to measure results? \_\_\_\_\_

If your organization is selected for this campaign, the AAF – Black Hills will coordinate and design a concept for an awareness campaign utilizing donated media time and space. The campaign will be finalized in May.

Objectives of campaign (limit to 3)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Target audience(s) (limit to 3)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Please remit this form with cover letter and any supporting materials to:  
**American Advertising Federation – Black Hills, PO Box 8251, Rapid City, SD 57709-8251**

If you have any questions please email us at [info@aafblackhills.org](mailto:info@aafblackhills.org) or call 605-863-2186

**Thank you for your participation.**