

6. Has your organization been involved in any past legal infractions? Any allegations filed against your organization?

7. What would your approval process be?

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

9. 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.

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

11. What message does your organization wish to convey?

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

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

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

15. This is an open section. Please note any additional comments you would like to make.