

FPRA's 14th Annual ER for PR:

An One-On-One Communications Counseling Event

Tuesday, August 27, 2013 / 9:30 a.m. to 3:15 p.m.

THIS FORM DUE: Aug. 9, 2013

Business Application of Interest

*We will contact you early August about attending the event.**

Name of Business: _____

Contact Name: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web address: _____

Please check the appropriate answers and complete the questions to the best of your ability.

1. What type of product and/or service do you provide? _____

1. Do you serve a local or statewide audience? Local Statewide

2. How many customers do you receive in a month? 50 or less 50- 250 250 or more

3. Describe your target audience? This includes your potential and current clients. Demographic terms can be used such as women between the ages of 25-60 or more vague descriptions such as families who enjoy the outdoors. _____

4. What current marketing, advertising or public relations tools are you using? (social media, direct mail, online and broadcast promotion, e-newsletters, community partnerships, location signage and sales/deals, etc.) _____

5. What public relations resources do you presently have?

- Paid Professional Staff Volunteer Support Outsourcing Other

Please describe: _____

6. Approximately how many times was your business recognized in the media in 2011?

Television (*includes feature stories, sound bytes, and public service announcements*)

- Less than 4 times 4 – 15 times 15 or more times

Radio (*includes news stories, public service announcements, and live interviews*)

- Less than 4 times 4 – 15 times 15 or more times

Newspaper (*includes feature stories, calendar announcements, etc.*)

- Less than 4 times 4 – 15 times 15 or more times

7. For what type of effort is your business seeking guidance?

- Special Event (a special event, observance or activity)
 Promotional (efforts to promote, publicize, introduce or create an identity for a product, service or idea)
 Internal (efforts to communicate with internal audiences such as employees, volunteers or members)
 Other _____

8. Please describe the efforts or event for which you are seeking guidance.

9. What is your budget for this event/effort? _____

Supplemental Materials:

All applicants must include any (if applicable) printed materials in relation to this request for assistance. Materials can include:

- Annual report
- Promotional materials: brochures, flyers, press releases, etc.

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- Previous year's event materials: radio/TV PSA, promotional brochure, poster, etc.

Conditions

Free PR 101 Seminar and One-On-One Counseling Session: In order to participate in the PR 101 seminar and one-on-one counseling session the morning of ER for PR, each organization has to submit a completed application and the materials above before Aug. 9, 2013. Organizations will be selected on the basis of request type and the availability of consultants with expertise in the area of need. A committee representative of FPRA Capital Chapter members will make all selections by Aug 13, 2013 and agencies will be notified within one week of the finalization of the selection process. Selected organizations will receive counseling services only during the two events for a maximum of 120 minutes on August 27, 2013. No written plan of action will be provided by FPRA as a result of the counseling session; however, organizations will receive a free tool kit with helpful tips on writing press releases, determining media sources and general promotions. Selected organizations will be asked to submit an evaluation form regarding the counseling session within 60 days of the event/campaign completion.

Please email the completed form and all supplemental materials to: Rebecca Mahony at rebeccam@moorecommgroup.com. Rebecca will reply to your email when she receives your information.