



APPLICATION FOR PUBLIC RELATIONS AND COMMUNICATIONS ASSISTANCE

Applications must be postmarked by **Thursday, July 5, 2018**

Please mail or email applications to:

Randa Zalman, Canary & Coal
randa@canaryandcoal.com
12020 Shamrock Plaza, #200 | Omaha, Nebraska | 68154

Date application submitted: ___/___/___

Does your organization hold a 501-c(3) non-profit status? Yes _____ No _____

Organization Name: _____

Contact Person: _____ Contact Title: _____

Organization Address: _____

Email: _____ Website: _____

Phone Number: _____

Mission: _____

Explain why your organization should receive public relations/marketing support from PRSA Nebraska:



Description of Organizational Public Relations/Marketing Needs:

Public Relations/Marketing Goals for 2018:

Key Target Audiences:

Current Challenges:



Current Opportunities:

Project Event/Campaign Timeframe (Key dates to consider, etc.)

Number of organizational staff volunteers needed for this project/event: _____

What is your current budget for print, online or broadcast materials? (Brochures, PSAs, etc.) _____

Are you affiliated with any larger organizations or agencies? Yes _____ No _____

If so, please list:

What is the geographic reach of this project?

Omaha Douglas County Statewide National Omaha Metro (Sarpy County, Pottawattamie County)



How can PRSA Nebraska help your organization achieve its goals? (Attach additional sheet of paper, if needed)

Please indicate which of the following items are priorities for the year and/or which items you are looking for PRSA to provide volunteer assistance with:

- Develop an integrated marketing/public relations/communications/social media strategic plan
- Develop an integrated marketing/public relations strategic plan to execute a specific event or special project
- Develop key messages and/or brand narrative for the organization or a specific event
- Create content suggestions for printed/online assets and/or website/blog
- Plan content/design revisions and/or updates for organization's website
- Create media kit to be used for any news event
- Conduct media outreach for program or event (ex. Targeted media pitches)
- Conduct social media audit, develop a strategy for social media presence and provide content suggestions
- Help find cost-effective sources for website development and/or printing resource
- Develop an e-communications strategy for sending out newsletters and other organizational announcements
- Brainstorm ideas for TV and radio Public Service Announcements (PSA) and develop scripts
- Develop content marketing strategy/including assistance with blog launch
- Other: please define alternate needs/priorities in the space below.



Our organization agrees to meet at least once a month (in-person/phone) to discuss project, goals, strategies and deliverables.

Signature

Date

Please note: The PRSA-NE Community Service Committee provides public relations/marketing support service and direction/consulting on pre-press and pre-production projects. The Committee does not provide funds or cover expenses/hard costs for producing final products or deliverables. Please direct any questions to

Randa Zalman at randa@canaryandcoal.com or 402-321-0051.