



“ER for PR”

FPRA/Ocala Community Service Project
Application of Interest 2010-2011

Name of Organization: _____
 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. Is your organization:
 A registered 501(c)(3) charitable organization Yes No
 Local or Statewide Local Statewide

2. Please provide your agency mission statement and describe the services you provide:

Mission Statement: _____

Services: _____

Number of People Served Annually: _____

3. What Public Relations resources do you presently have?
 Paid Professional Staff Volunteer Support Outsourcing Other

Please describe: _____

4. Approximately how many times was your organization recognized in the media in the past 12 months?

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, Caring Connection*)
 Less than 4 times 4 – 15 times 15 or more times

(Application Continues on Next Page)

**Application
Page Two**

5. What type of program is your organization seeking guidance? (Check all that apply)
- Special Event (a special event, observance or activity)
 - Public Service (a program aimed at educating the public or solving a problem of public concern)
 - Public Information (a program to inform or influence target audiences through use of the news media)
 - Promotional (a program to promote, publicize, introduce or create an identity for a product, service or idea)
 - Internal (a program to communicate with internal audiences such as employees, volunteers or members)
 - Other _____

6. Please describe the program or event for which you are seeking guidance.

7. What is your budget for this event/campaign? _____

8. Have you participated in this event in the past two years? Yes No

9. Is your organization a member of the FPRA/Ocala Chapter? Yes No

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

Conditions

One or more organizations may 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 Ocala Chapter members will make all selections the week of April 25 and agencies will be notified within the following two weeks. Selected organizations/projects will be introduced at the chapter's annual recognition event in June. Selected organizations will receive counseling services only for a maximum of two hours at a place and date of mutual convenience to the organization and counseling team(s). No *de facto* written plan of action will be provided by FPRA/Ocala as a result of the counseling session; however, additional services may be provided at the sole discretion of the selection committee. All applicants, regardless of selection, 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.

IMPORTANT! Applications must be received by 5 p.m. on Monday, April 25, 2011.

Completed form and supplemental materials may be emailed to ocalafpra@gmail.com or sent to the FPRA/Ocala Chapter at PO Box 5575, Ocala, FL 34478.

For more information, please contact FPRA/Ocala Chapter President Laura Byrnes, APR, at (352) 816-1264 or visit www.fpraocala.org

The Florida Public Relations Association, founded in 1938, is the oldest professional association for public relations practitioners in the nation. The Ocala FPRA Chapter was established in 1980 and is one of 15 professional chapters in the state. FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.