



## 2011-2012 Community Service Campaign

### General Information

The AAF Mobile Bay is a local organization of advertising professionals, is accepting applications to develop a FREE public awareness campaign for a non-profit organization in 2012. The selected non-profit organization will receive a customized campaign that may include the development of a strategic advertising plan, public relations and creative services depending on the needs of the recipient.

### Deadline

Completed applications due by Friday, April 6, 2012.

### Contact

Dr. Patricia Mark  
Community Service Chair  
(251) 380-2802  
pmark@usouthal.edu

### Submission

Dr. Patricia Mark  
AAF Mobile Bay  
University of South Alabama  
Dept. of Communication  
1000 UCOM  
Mobile, AL 36688

### Application Questionnaire

---

Organization

---

Contact

Contact Position Title

---

Mailing Address

City, State, Zip Code

---

Business Phone

Business Fax

---

Contact Email

### Mark the desired campaign elements your organization is interested in:

- Brochure development
- Billboard design
- Logo creation / update
- Radio / TV ad development
- Print ad development
- Web design
- Other \_\_\_\_\_



