

Commonwealth Media and Marketing Services Request Form

Commonwealth Media Services, 333 Market Street, Harrisburg, PA 17126 - Phone: (717) 787-9766

Date of Request: _____

Production ID #: _____

For CMS Internal Use Only

CONTACT AND FUNDING INFORMATION

Requestor's Name:
Department:
Bureau/Office:
Email Address:
Phone:
Billing Contact Name (if different):
Billing Contact Email:

SAP Funding Coding:
Fund-Cost Center-GL-Fiscal Year

Fund	CC	I/O	FY	##%	to apply
_____	_____	_____	_____	_____	%
_____	_____	_____	_____	_____	%

Check here if non-SAP billing is required and enter billing information to left.

Funding codes are required to process all requests. Examples of costs include but are not limited to: use of freelancers, live signer, live captioner, satellite time, music or graphic license fees, travel expenses, and staff overtime.

NEWS EVENTS

News events include set up and/or coverage of press conferences to be distributed to news outlets on the date they occur. Live broadcasting of events is available from dedicated locations around the Capitol Complex. The CMS Satellite Truck can be used for remote locations throughout Pennsylvania. There is a fee for satellite time that is booked in 15-minute increments. Please give at least two weeks notice for events requiring signing and captioning services.

- Setup (podium, sound system, etc.)
 Video
 Photography
 PAcast
 Satellite Feed (live or cutdown news feed)
 Live Streaming (Livestream, Facebook, etc.)
 Live Signer
 Closed Captions (live web/broadcast)

Event Name: _____ Event Date: _____
 Event Location: _____ Start Time: _____ End Time: _____
 On-Site POC Name: _____ POC Phone Number: _____

Event Brief and Number of Participants (please provide as much detail as possible):

Desired Headline:

SPECIAL EVENTS

Special events are typically larger, multiple camera events that involve larger crews. Examples include events like Inaugurals, Governor's Arts Awards, etc. Please give at least two weeks notice for events requiring signing and captioning services.

- Satellite Feed
 Live Streaming
 Live Signer
 Closed Captions (live web/broadcast)

Event Name: _____ Event Date: _____
 Event Location: _____ Start Time: _____ End Time: _____
 On-Site Contact Name: _____ On-Site Contact Phone: _____

Event Description and Number of Participants (please provide as much detail as possible):

PORTRAIT

Portrait Subject:

POC Name (if different):

POC Phone Number (if different):

POC Email Address (if different):

Deadline for Completion:

PHOTOGRAPHY (non-news)

Non-news examples include: stock photos for agency websites and social media. Stock Photography Event (non-news)

Description:

POC Name (if different):

POC Phone Number (if different):

POC Email Address (if different):

Deadline for Completion:

MARKETING AND ADVERTISING SUPPORT

Agencies interested in paid advertising campaigns should consult the CMS Marketing Team for assistance. CMS will coordinate with the Commonwealth's exclusive media buyer to develop a campaign to reach your target audience. CMS can also develop the creative assets needed for television, radio, and digital advertising. For large campaigns that require the services of a creative advertising firm, the CMS Marketing Team can help agencies prepare and publish a Request for Proposal under the appropriate category of the Creative Advertising and Audio Visual – Interactive Production Services contract. A planning meeting is required for all paid advertising campaigns.

Agency:

Agency Contact:

Phone Number:

Email Address:

Campaign Name:

Campaign Objective/Call to Action (be specific):

Target Audience (Demographics, Lifestyle, Values, Insights):

Target Geographic Area (if not statewide):

Media Budget:

Funding Source:

Funding Stipulations (money to be spent by, etc.):

Previous Campaign Performance Metrics:

Campaign Run Dates - Start:

Campaign Run Dates - Finish:

List any existing creative assets:

Additional data, statistics or information that is relevant:

PRODUCTION (non-marketing)

Production includes video messages, social media, how-to videos, educational videos, public service announcements and infographic animations. Production time for such requests is typically four to six weeks. A planning meeting is required for all productions to coordinate timing and staff resources. Videos will be captioned unless otherwise requested.

Video Infographic (Animation) Radio/Audio Captioning not required - Reason:

Deadline for Completion:

Target Audience:

Goal of the Project:

Project Description:

APPROVALS

NEWS EVENTS, SPECIAL EVENTS, PRODUCTION, AND MARKETING AND ADVERTISING SUPPORT require approval from the Governor's Office Press and Digital Hub Leaders and the agency Director of Communications Office/Press Secretary.

I certify all appropriate approvals mentioned above have been obtained before submitting request for service.

NAME

DATE

CLICK TO SUBMIT VIA EMAIL

If the Submit button does not work correctly with your Internet browser, please save the form and email it to GS-CMSRequest@pa.gov