



Project Request Form
September 2016

Project Request Form

In order to provide the best service possible to all program areas of the Mississippi Forestry Commission, it is important that proposed public relations projects are focused and well thought-out. Examples of public relations projects include: press releases, brochures, flyers, web page updates, social media posts, public reports, promotional materials, program area promotion, photo/ video projects, infographics, any form of public information distribution, etc.

Filling out the project request form puts the necessary required by public relations to start the project in one place. This approach serves to expedite the communication process to provide public relations support as efficiently as possible. The Public Relations Director only has a limited amount of time to offer, and that time must be distributed among the many people and program areas requesting help. Again, the intent of this form is to provide everyone with a fair access point for projects to be considered, prioritized, and queued up.

Also, note that not all projects will qualify for time or resources. Assistance and services are contingent upon planning and available time. Please submit projects with as much time as possible before the deadline. Lead time of at least (14) working days for hard deadlines are recommended.

After you email the project request to the Public Relations Director, you will be contacted as soon as possible for a follow-up discussion. If you have any questions, please contact:

Brighton Forester
Public Relations Director
(601) 359-2821 office
(601) 500-0489 cell
bforester@mfc.state.ms.us

MFC Project Request Form - Public Relations

Name:	Department/ Office:
Email:	Phone Number:
Project Title:	Date:

Is this an existing project that needs to be revised/ updated?
 Yes*
 No
**If 'yes', please attach a file or link to the original project materials.*

Project Type:

- INFORMATION RELEASE (news release, press release, print media, broadcast media, partnership organizations, internal)
- PROOF READING/DOCUMENT UPDATE/ BRANDING
- PRINT (brochures, packets, postcards)
- WEB (internal or external page content edits, featured story)
- SOCIAL MEDIA (Facebook, Twitter, YouTube)
- PHOTOGRAPHY
- VIDEOGRAPHY

Will there be any external cost associated with this project? If so, where will the funds be obtained? (grant code, program area, district):

Project Description:
(Please describe the nature of your project, the objective of your project, and/or the project's goal.)

Project Text:
(Please include or attach bullet pointed facts that should be included in your project.)

Project Audience:

- INTERNAL (MFC employees)
- PARTNER ORGANIZATIONS (MFA, SWCD, USFS, MSU Extension Offices, etc.)
- GENERAL PUBLIC
- LOCAL (specific project area or town)
- REGIONAL (southeast)
- NATIONAL

Project Value:
(Please describe why this product will be valuable to your department or program.)

Additional Information:
(Other information you would like to share about the project.)

Attachments:
Please attach files/ information relevant to your project. More information is better.

Project Deadline:	Person Requesting Project:
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Signature of Person Approving Project: