

Commonwealth Media and Marketing Services Request Form

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

Date of Request: _____

For CMS Internal Use Only

Production ID #: _____

CONTACT AND FUNDING INFORMATION

<p>Requestor's Name: Department: Bureau/Office: Room #: Building: Street Address: City, State, Zip: Email Address: Phone: Billing Contact Name (if different): Billing Contact Email: Billing Contact Phone:</p>	<p>SAP Funding Coding: Fund-Cost Center-GL-Fiscal Year</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Fund</th> <th style="text-align: center;">CC</th> <th style="text-align: center;">GL</th> <th style="text-align: center;">FY</th> <th style="text-align: center;">##%</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____ %</td> </tr> <tr> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____</td> <td style="text-align: center;">_____ %</td> </tr> </tbody> </table> <p><input type="checkbox"/> Check here if non-SAP billing is required, and enter billing information to left.</p> <p>Funding codes are required to process all requests. Examples of costs include but are not limited to: use of freelancers, satellite time, music or graphic license fees, travel expenses, and staff overtime.</p>	Fund	CC	GL	FY	##%	_____	_____	_____	_____	_____ %	_____	_____	_____	_____	_____ %
Fund	CC	GL	FY	##%												
_____	_____	_____	_____	_____ %												
_____	_____	_____	_____	_____ %												

NEWS EVENTS

News events include set up and/or coverage of news conferences to be distributed to electronic news outlets on the date they occur.

Setup
 Video
 Audio Soundbites
 Photography
 PINS
 Satellite Feed

Event Name: _____ Event Date: _____

Event Location: _____ Start Time: _____ End Time: _____

On-Site Contact Name: _____ On-Site Phone: _____

Event Description (please provide as much detail as possible):

LIVE WEBCASTING, STREAMING AND SPECIAL EVENTS

Live streaming of events is available from dedicated locations around the Capitol Complex. Those sites include the Capitol Media Center, the Governor's Reception Room and the State Museum Auditorium. Live broadcasting of events is also possible via use of the CMS Satellite Truck. There is a fee for satellite time that is booked in 15-minute increments.

Live Webcast
 Facebook Live
 Live Satellite Feed
 Special Event

Event Name: _____ Event Date: _____

Event Location: _____ Start Time: _____ End Time: _____

On-Site Contact Name: _____ On-Site Phone: _____

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

PHOTOGRAPHY (non-news event)

Examples include: executive portraits, stock photos agency websites and social media.
 Portrait
 Stock Photography

Name of Portrait Subject or Object:

Name of Requestor: _____ Phone: _____

Email Address: _____ Deadline for Completion: _____

MULTI-MEDIA PRODUCTION

Multi-media production includes how-to videos, educational videos, public service announcements, animation and graphic design. Production time for such requests is typically four to six weeks. A planning meeting is required for all multi-media productions to coordinate timing and staff resources.

Video Infographic (Animation) PA Direct Radio/Audio PSA :15/:30

Budget:

Deadline for Completion:

Target Audience:

Goal of the Project:

Detailed Description of Project:

MARKETING AND ADVERTISING SUPPORT

Agencies interested in paid advertising campaigns should consult the CMS Marketing Team for assistance. CMS will coordinate with Harmelin Media, 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, print 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.

Campaign Name:

Agency Contact:

Campaign Objective:

Phone:

Email Address:

Media Budget:

Funding Source:

Funding Stipulations:

Harmelin Contact:

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

Campaign Performance Metrics:

Target Geographic Area:

Timing/Dates of Media Campaign (be as specific as possible):

Creative needed (e.g. Existing creative assets that might be used, size of new creative (or length if radio or TV and if CMS will produce creative)):

Additional data, statistics or information that is relevant:

APPROVALS

News events, live webcasting & streaming, multi-media productions and advertising campaigns require approval from the Governor's Office of Communications and the agency Director of Communications Office/Press Secretary.

PRINT NAME

PRINT NAME

[CLICK TO SUBMIT VIA EMAIL](#)