



NCSA-PEP TRAFFIC INSTRUCTIONS
SPANISH LANGUAGE TV
July 1-31, 2022
revised June 23, 2022

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our THREE Spanish language campaigns airing during the month of July. The **Ohio Department of Natural Resources** (highlighted in yellow) is a new campaign beginning on July 1. The **Ohio Association of Foodbanks** and **Ohio Army National Guard** campaigns aired in June and continue.

All OAB NSCA-PEP spots are approved for web streaming and may be posted on station websites.

<i>Sponsor</i>	Ohio Department of Natural Resources	Ohio Association of Foodbanks	Ohio Army National Guard																																																						
<i>Purpose</i>	Encourages Ohioans to notify ODNR regarding orphan oil and gas wells on their property so that ODNR can plug orphan wells (at no cost to the landowner).	Promotes resources for health insurance coverage available through "Get Covered Ohio".	Promotes recruitment and scholarship opportunities available through the Ohio Army National Guard.																																																						
<i>Dates</i>	7/1/22 – 8/31/22	6/1/22 – 7/31/22	12/1/21 – 9/30/22																																																						
<i>Link to spots:</i>	https://oab.org/ncsa-pep/ohio-department-natural-resources-2022/	https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/	https://oab.org/ncsa-pep/ohio-army-national-guard-2021/																																																						
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<i>July airplay request</i>	3 plays or 30% of OAB airplay	4 plays or 40% of OAB airplay	3 plays or 30% of OAB airplay																																																						

Please kill any other OHNG spots not listed here.

Additional Notes:

- We have provided a suggested minimum number of spots per month for each campaign, as well as a suggested percentage of total spots to be allocated to each campaign. As always, we are grateful for any contribution that your station makes.
- Spots should be aired between 5 a.m. – 12 midnight, Monday through Sunday.
- Questions? Contact the OAB's Mariah West at mwest@oab.org.