



NCSA-PEP TRAFFIC INSTRUCTIONS – TV
(Southwest Ohio)
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 campaigns airing during the month of July – all of which aired in June.

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

<i>Sponsor</i>	Ohio Association of Foodbanks	Angels on Track Foundation	Ohio Army National Guard																																																									
<i>Purpose</i>	Promotes resources for health insurance coverage available through “Get Covered Ohio”.	Encourages Ohioans to report dangerous railroad crossings.	Promotes recruitment and scholarship opportunities available through the Ohio Army National Guard.																																																									
<i>Dates</i>	6/1/22 – 7/31/22	6/1/22 – 8/31/22	12/1/21 – 9/30/22																																																									
<i>Link to spots:</i>	https://oab.org/ncsa-pep/ohio-association-foodbanks-2022/	https://oab.org/ncsa-pep/angels-on-track-2022/	https://oab.org/ncsa-pep/ohio-army-national-guard-2021/																																																									
<i>ISCI codes and spot titles:</i>	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOF2203</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2203	Get Covered Ohio	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOT1219</td> <td>Danger Lurks</td> <td>:15</td> </tr> <tr> <td>OAOT2218</td> <td>Danger Lurks</td> <td>:30</td> </tr> <tr> <td>OAOT2220</td> <td>Statistics</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOT1219	Danger Lurks	:15	OAOT2218	Danger Lurks	:30	OAOT2220	Statistics	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>ZNGB1069</td> <td>Be First</td> <td>:15</td> </tr> <tr> <td>ZNGB1059</td> <td>Make a Difference-1</td> <td>:15</td> </tr> <tr> <td>ZNGB1061</td> <td>Make a Difference-2</td> <td>:15</td> </tr> <tr> <td>ZNGB1063</td> <td>Make a Difference-3</td> <td>:15</td> </tr> <tr> <td>ZNGB1065</td> <td>Make a Difference-4</td> <td>:15</td> </tr> <tr> <td>ZNGB1067</td> <td>Make a Difference-5</td> <td>:15</td> </tr> <tr> <td>ZNGB1070</td> <td>Be First</td> <td>:30</td> </tr> <tr> <td>ZNGB1060</td> <td>Make a Difference-1</td> <td>:30</td> </tr> <tr> <td>ZNGB1062</td> <td>Make a Difference-2</td> <td>:30</td> </tr> <tr> <td>ZNGB1064</td> <td>Make a Difference-3</td> <td>:30</td> </tr> <tr> <td>ZNGB1066</td> <td>Make a Difference-4</td> <td>:30</td> </tr> <tr> <td>ZNGB1068</td> <td>Make a Difference-5</td> <td>:30</td> </tr> </tbody> </table> <p>Please kill any other OHNG spots not listed here.</p>	ISCI Code	Spot Title	Lgth	ZNGB1069	Be First	:15	ZNGB1059	Make a Difference-1	:15	ZNGB1061	Make a Difference-2	:15	ZNGB1063	Make a Difference-3	:15	ZNGB1065	Make a Difference-4	:15	ZNGB1067	Make a Difference-5	:15	ZNGB1070	Be First	:30	ZNGB1060	Make a Difference-1	:30	ZNGB1062	Make a Difference-2	:30	ZNGB1064	Make a Difference-3	:30	ZNGB1066	Make a Difference-4	:30	ZNGB1068	Make a Difference-5	:30
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<i>July airplay request</i>	4 plays or 40% of OAB airplay	3 plays or 30% of OAB airplay	3 plays or 30% of OAB airplay																																																									

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.