



NCSA-PEP TRAFFIC INSTRUCTIONS – TV
August 1-31, 2022
revised July 22, 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 August – all of which aired in July. **Please note that the Ohio Association of Foodbanks (OAF) campaign ends on July 31, and should be removed from rotation at that time.**

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

<i>Sponsor</i>	Ohio Department of Natural Resources	Angels on Track Foundation	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).	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 – 8/31/22	6/1/22 – 8/31/22	12/1/21 – 9/30/22																																																												
<i>Link to spots:</i>	https://oab.org/ncsa-pep/ohio-department-natural-resources-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>ODNR1205</td> <td>Orphan Wells</td> <td>:15</td> </tr> <tr> <td>ODNR2206</td> <td>Orphan Wells</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	ODNR1205	Orphan Wells	:15	ODNR2206	Orphan Wells	: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>August 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.