



NCSA-PEP TRAFFIC INSTRUCTIONS
SPANISH LANGUAGE 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 TWO Spanish language campaigns airing during the month of August – both of which aired in July. **Please note that the Ohio Association of Foodbanks (OAFB) 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>Campaign sponsor</i>	Ohio Department of Natural Resources			Ohio Army National Guard		
<i>Campaign 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 recruitment and scholarship opportunities available through the Ohio Army National Guard.		
<i>Campaign dates</i>	6/1/22 – 8/31/22			12/1/21 – 9/30/22		
<i>Link to spots</i>	https://oab.org/ncca-pep/ohio-department-natural-resources-2022/			https://oab.org/ncca-pep/ohio-army-national-guard-2021/		
<i>ISCI codes and spot titles (if possible, please enter spots with ISCI codes only)</i>	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	ODNR1209	Orphan Wells (SPAN)	:15	ZNGB1093	Be First (SPAN)	:15
				ZNGB1083	Make a Difference-1 (SPAN)	:15
				ZNGB1085	Make a Difference-2 (SPAN)	:15
	ODNR2210	Orphan Wells (SPAN)	:30	ZNGB1087	Make a Difference-3 (SPAN)	:15
				ZNGB1089	Make a Difference-4 (SPAN)	:15
				ZNGB1091	Make a Difference-5 (SPAN)	:15
				ZNGB1094	Be First (SPAN)	:30
				ZNGB1084	Make a Difference-1 (SPAN)	:30
				ZNGB1086	Make a Difference-2 (SPAN)	:30
				ZNGB1088	Make a Difference-3 (SPAN)	:30
				ZNGB1090	Make a Difference-4 (SPAN)	:30
				ZNGB1092	Make a Difference-5 (SPAN)	:30
			Please kill any other OHNG spots not listed here.			
<i>August airplay requested</i>	5 plays or 50% of OAB airplay			5 plays or 50% 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 per month. 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.
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- Questions? Contact the OAB's Mariah West at mwest@oab.org.