



NCSA-PEP TRAFFIC INSTRUCTIONS – RADIO

September 1-30, 2022

revised Aug. 25, 2022

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our THREE radio campaigns airing during the month of September.

The **Ohio Secretary of State** (highlighted in yellow) is a new campaign beginning September 1. The **Ohio Housing Finance Agency** and **Ohio Army National Guard** campaigns aired in August and continue for September. **Please note that the Angels on Track Foundation (OAOT) and Ohio Department of Natural Resources (ODNR) campaigns both end on August 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.

Sponsor	Ohio Secretary of State			Ohio Housing Finance Agency			Ohio Army National Guard		
Purpose	Encourages Ohioans to register to vote and participate in the Nov. 8 general election.			Promotes the "Save the Dream Ohio" program, which provides financial assistance to eligible Ohio homeowners impacted by economic hardship caused by the COVID-19 pandemic.			Promotes recruitment and scholarship opportunities available through the Ohio Army National Guard.		
Dates	9/1/22 – 11/8/22			8/1/22 – 9/30/22			12/1/21 – 9/30/22		
Link to spots	https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/			https://oab.org/ncsa-pep-campaigns-ohio-housing-finance-agency-2022/			https://oab.org/ncsa-pep/ohio-army-national-guard-2021/		
ISCI codes and spot titles	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	OSOS2106	Kids	:30	OHFA2105	Save the Dream Ohio	:30	OHNG1221	Scholarship Program	:15
	<p style="color: red; font-weight: bold;">This spot promoting voter registration will air 9/1/2022 until 10/11/22, which is the voter registration deadline. We will distribute a new spot to air 10/12/2022 – 11/8/2022.</p>						ZNGB1051	Make a Difference	:30
						ZNGB1057	Be First	:30	
						OHNG1220	Scholarship Program	:30	
						ZNGB1052	Make a Difference	:60	
						ZNGB1058	Be First	:60	
						OHNG1219	Scholarship Program	:60	
						Please kill any other OHNG spots not listed here.			
Sept. airplay request	12 plays or 40% of OAB airplay			9 plays or 30% of OAB airplay			9 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 6 a.m. – 12 midnight, Monday through Sunday.
- **If possible, please submit affidavits or invoices electronically, using OAB's IDs.**

EDI PROVIDER	OAB ID NUMBER
RadiInvoices.com	9914905 or R114905
SpotData.com	IDB# 2060
Marketron.com	185745
EmediaTrade.com	EMT12638

- Questions? Contact the OAB's Mariah West at mwest@oab.org.