



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

September 1-30, 2022

revised Aug. 26, 2022

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

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

<i>Sponsor</i>	Ohio Secretary of State			Ohio Army National Guard						
<i>Purpose</i>	Encourages Ohioans to register to vote and participate in the Nov. 8 general election.			Promotes recruitment and scholarship opportunities available through the Ohio Army National Guard.						
<i>Dates</i>	9/1/22 – 11/8/22			12/1/21 – 9/30/22						
<i>Link to spots</i>	https://oab.org/nca-pep-campaigns-ohio-secretary-of-state-2022/			https://oab.org/nca-pep/ohio-army-national-guard-2021/						
<i>ISCI codes and spot titles</i>	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth				
	OSOS2205	Kids	:30	ZNGB1069	Be First	:15				
<p>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>				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				
				Please kill any other OHNG spots not listed here.						
				<i>September airplay request</i>	8 plays or 60% of OAB airplay			2 plays or 40% 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.