



# NCSA-PEP TRAFFIC INSTRUCTIONS – RADIO

## October 1-31, 2022

*revised Sept.27, 2022*

Thank you for your support of the OAB’s NCSA-PEP program! We will only have ONE campaign airing during the month of October. This campaign for the **Ohio Secretary of State** began airing in September and continues through October until Election Day. **Please continue airing the “Kids” voter registration spot until Oct. 11 (the voter registration deadline), at which time it should be removed from rotation.** The Sec. of State’s office is finalizing production of a “get out the vote” spot, which we will distribute as soon as we receive it.

Our current campaign for the **Ohio Army National Guard** ends on Sept. 30. The Army National Guard is in the process of transitioning their NCSA contracts from the federal to the state level. Due to delays in the contracting process, we will have a gap in the campaign. We anticipate that the new contract should be in place by early 2023. In the meantime, **due to federal contracting rules, all Ohio Army National Guard spots should be removed from rotation as of Sept. 30.**

Additionally, the **Ohio Housing Finance Agency** campaign ends on September 30 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>	<b>Ohio Secretary of State</b>				<b>Ohio Army National Guard</b>		
<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 New spot airs starting 10/12/22				<b>SEE NOTE ABOVE – PLEASE REMOVE ALL OHNG SPOTS FROM ROTATION AS OF 9/30/22!</b>		
<i>Link to spots</i>	<a href="https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/">https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/</a>				<a href="https://oab.org/ncsa-pep/ohio-army-national-guard-2021/">https://oab.org/ncsa-pep/ohio-army-national-guard-2021/</a>		
<i>ISCI codes and spot titles</i>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>	<b>Dates</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>
	OSOS2106	Kids	:30	9/1/22 – 10/11/22	OHNG1224	Scholarship Program	:45
	TBD	TBD	TBD	10/12/22 – 11/8/22			
	<p><b>NOTE: The “Kids” spot (OSOS2106) spot should remain in rotation until 10/11. Please do not air this spot after 10/11, which is the voter registration deadline.</b></p> <p>The Sec of State’s office is completing production of a “get out the vote” spot to air starting Oct. 12. We anticipate receiving that spot by Oct. 4, and will send it as soon as we receive it.</p>						
					ZNGB1054	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
<i>October airplay request</i>	30 plays or 100% of OAB airplay				0 plays. <b>Due to federal contracting rules, all OHNG spots must be removed from rotation as of 9/30/22.</b>		

**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](mailto:mwest@oab.org).