



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

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.**

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 New spot airs starting 10/12/22	SEE NOTE ABOVE – PLEASE REMOVE ALL OHNG SPOTS FROM ROTATION AS OF 9/30/22!																																																						
<i>Link to spots</i>	https://oab.org/ncsa-pep-campaigns-ohio-secretary-of-state-2022/	https://oab.org/ncsa-pep/ohio-army-national-guard-2021/																																																						
<i>ISCI codes and spot titles</i>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> <th>Dates</th> </tr> </thead> <tbody> <tr> <td>OSOS2205</td> <td>Kids</td> <td>:30</td> <td>9/1/22 – 10/11/22</td> </tr> <tr> <td>TBD</td> <td>TBD</td> <td>TBD</td> <td>10/12/22 – 11/8/22</td> </tr> </tbody> </table> <p style="color: red; font-weight: bold;">NOTE: The "Kids" spot (OSOS2205) spot should remain in rotation until 10/11. Please do not air this spot after 10/11, which is the voter registration deadline.</p> <p style="color: red; font-weight: bold;">The Sec of State's office is completing production of a "get out the vote" spot to air in Oct. We anticipate receiving that spot by Oct. 4, and will send it as soon as we receive it.</p>	ISCI Code	Spot Title	Lgth	Dates	OSOS2205	Kids	:30	9/1/22 – 10/11/22	TBD	TBD	TBD	10/12/22 – 11/8/22	<table border="1" style="width: 100%; border-collapse: collapse;"> <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> </td><td> </td><td> </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>	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>October airplay request</i>	10 plays or 100% of OAB airplay	0 plays. Due to federal contracting rules, all OHNG spots must be removed from rotation as of 9/30/22.																																																						

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.