



NCSA-PEP TRAFFIC INSTRUCTIONS – TV
June 1-30, 2023
revised May 16, 2023

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

The **Ohio Association of Foodbanks** and the **Angels on Track Foundation** campaigns (highlighted in yellow) are new campaigns beginning June 1. The **Ohio Department of Education** campaign aired in May and continues for June.

All OAB NCSA-PEP spots are approved for web streaming and may be posted on station websites.

<i>Sponsor</i>	Ohio Association of Foodbanks			Angels on Track Foundation			Ohio Department of Education		
<i>Purpose</i>	Promotes resources available through “Get Covered Ohio” for affordable health insurance coverage.			Encourages Ohioans to report dangerous railroad crossings			Promotes the Afterschool Child Enrichment (ACE) program, which provides funding for lower-income children to access tutoring and after school education programs.		
<i>Dates</i>	6/1/23 – 8/15/23			6/1/23 – 8/31/23			5/8/23 – 8/31/23		
<i>Link to spots:</i>	https://oab.org/ncsa-pep-campaigns-ohio-association-foodbanks-2023/			https://oab.org/ncsa-pep-campaigns-angels-on-track-2023/			https://oab.org/ncsa-pep-campaigns-ohio-dept-education-2023/		
<i>ISCI codes and spot titles:</i>	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	OAOF2207	Get Covered	:30	OAOT1221	BAM!	:15	ODOE1205	ACE Ohio	:30
				OAOT2222	Ohio Gambles	:30	ODOE2206	ACE Ohio	:15
				OAOT2223	Snake in the Grass	:30			
<i>June airplay request</i>	4 plays or 40% of OAB airplay			3 plays or 30% of OAB airplay			3 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 5 a.m. – 12 midnight, Monday through Sunday.
- Questions? Contact the OAB’s Mariah West at mwest@oab.org.