



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

September 1-30, 2023

revised Aug. 28, 2023

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 Army National Guard (OHNG)** is a new campaign beginning on September 1. The campaign will air for one year through Aug. 31, 2024. The **Ohio Secretary of State (OSOS)** is also starting a new campaign on Sept. 1 to promote the November General Election. The spot will continue through Nov. 7 (Election Day), at which time it should be removed from rotation.

Please note that the **Ohio Association of Foodbanks (OAFB)** campaign ended on Aug. 15 and should no longer be in rotation. The **Angels on Track Foundation (OATF)** and **Ohio Dept. of Education (ODOE)** campaigns both end on Aug. 31 and should be removed at that time.

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

<i>Sponsor</i>	Ohio Army National Guard			Ohio Secretary of State
<i>Purpose</i>	Promotes recruitment and opportunities available through the Ohio Army National Guard.			Encourages Ohioans to participate in the Nov. 7 General Election.
<i>Dates</i>	9/1/2023 – 8/31/2024			9/1/2023 – 11/7/2023
<i>Link to spots</i>	https://oab.org/ncsa-pep/ohio-army-national-guard-2023/			https://oab.org/ncsa-pep/ohio-secretary-of-state-2023/
<i>ISCI codes and spot titles</i>	ISCI Code	Spot Title	Lgth	The Sec. of State's office is completing production of the TV spot. We will send the spot as soon as we receive it. Please ensure that the spot OSOS2211 which aired in July-Aug. 2023 has been removed from rotation.
	OHNG1223	I Will	:15	
	OHNG2224	I Will	:30	
<i>Sept. airplay request</i>	5 plays or 50% of OAB airplay			5 plays or 50% 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.