



NCSA-PEP TRAFFIC INSTRUCTIONS - TV
October 1-31, 2023
revised Sept. 25, 2023

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

We are anticipating that the **Ohio Secretary of State (OSOS)** will air a campaign promoting the Nov. 7 general election. Because we don't have an estimated date to receive the spot, we have not included it in the traffic instructions below. For now, please air the spots for the **Ohio Army National Guard (OHNG)** campaign. As soon as we have a spot from the Secretary of State's office, we will send it, along with updated traffic instructions.

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

Sponsor	Ohio Army National Guard	Ohio Secretary of State									
Purpose	Promotes recruitment and opportunities available through the Ohio Army National Guard.	Encourages Ohioans to participate in the Nov. 7 General Election.									
Dates	9/1/2023 – 8/31/2024	TBD – 11/7/2023									
Link to spots	https://oab.org/nlsa-pep/ohio-army-national-guard-2023/	https://oab.org/nlsa-pep/ohio-secretary-of-state-2023/									
ISCI codes and spot titles	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG1223</td> <td>I Will</td> <td>:15</td> </tr> <tr> <td>OHNG2224</td> <td>I Will</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG1223	I Will	:15	OHNG2224	I Will	:30	The Sec. of State's office is producing the TV spot for this campaign. We will send the spot, along with updated traffic instructions, as soon as we receive it.
ISCI Code	Spot Title	Lgth									
OHNG1223	I Will	:15									
OHNG2224	I Will	:30									
Oct. airplay request	10 plays or 100% of OAB airplay	TBD									

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.