



# memorandum

**TO:** OAB Board of Directors

**FROM:** Christine Merritt

**DATE:** September 8, 2023

**RE:** NCSA-PEP Revenue Update

The purpose of this memo is to provide an update on the OAB's NCSA-PEP revenue through August 2023.

As you can see from the updated 2023 NCSA-PEP revenue projection, we currently have \$509,800 in confirmed or strongly committed revenue, which is 69% of our budget of \$737,800 for the year. The new campaign confirmed since our last meeting is for the Ohio Secretary of State's office – a 12-week campaign promoting get-out-the-vote for the August 8<sup>th</sup> special election and the November 7<sup>th</sup> general election.

Additionally, I am pleased to report that we have (finally!) executed a contract with the Ohio Army National Guard (OHARNG). The contract is for \$249K for Sept. 1, 2023 – Aug. 31, 2024. While the Guard originally indicated this contract would include a four-year option, the higher value of that contract would have required additional levels of approval (and more time). In an effort to get the campaign back on the air as soon as possible, they decided to secure approval of an initial one-year contract and then pursue the renewal option. Our 2023 budget included \$260K in OHARNG revenue, but the significant delay in the contract approval and execution means that our actual revenue will be \$83K for this year (\$177K less than budget). While I have several organizations that have indicated plans for fall campaigns, these may not completely fill the OHARNG shortfall.

During our June meeting, the Board approved retaining Crosshair Media Placement, a firm that has been working with other state broadcasters' associations to secure new NCSA-PEP contracts. We have signed a three-year contract with Crosshair, with an option to terminate after 12 months. Over the last couple of months, we have been onboarding with Crosshair's onboarding, including transitioning marketing materials, and reviewing and discussing prospect lists. Crosshair has begun its outreach to potential sponsors based upon contracts they've confirmed in other states.