



# memorandum

**TO:** OAB Board of Directors  
**FROM:** Christine Merritt  
**DATE:** February 28, 2024  
**RE:** NCSA-PEP Revenue Update

The purpose of this memo is to provide an update on the NCSA-PEP program through the first two months of 2024.

As you can see from the updated 2024 NCSA-PEP revenue budget, we currently have \$472,000 in confirmed or strongly committed revenue for 2024. This represents 63% of our budget. I have a couple of other sponsors that I anticipate will finalize plans for campaigns in the next month or so – these are not included in confirmed revenue.

Crosshair Media Placement, the firm we retained last fall to recruit new NCSA-PEP contracts, is continuing its outreach to state agencies and non-profits in Ohio. Their targets are based upon campaigns they've secured in other states, as well as leads I send to them. They have had productive discussions with several agencies that are interested in our program. Crosshair says it has generally taken about 9-12 months to secure the first contract in the other states they are working with. I am pleased with their outreach and responsiveness and look forward to getting our initial contract.

A quick update on the Ohio Army National Guard – our current contract with the Guard ends on Aug. 31. The recruiting and retention staff is continuing work on the contract extension, with the goal of having that executed prior to the expiration of the current contract. They have had some staffing changes this year, including a new recruiting and retention battalion commander. We have met with the new commander to explain the NCSA-PEP program and the benefits it provides for the Guard. Additionally, as part of our contract, we are organizing quarterly station visits for the Guard leadership. Our Q1 2024 visits will be to radio and TV stations in Dayton in mid-March.

At this point, I am optimistic that we will meet our 2024 revenue budget of \$751,000. I appreciate the Board's support of our NCSA-PEP program and welcome any questions or feedback you may have.