



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

July 1-31, 2024

revised June 24, 2024

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 July.

The **Angels on Track Foundation (OAOT)** and **Ohio Army National Guard (OHNG)** campaigns both aired in June and continue for July.

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

Sponsor	Angels on Track Foundation	Ohio Army National Guard																					
Purpose	Encourages Ohioans to report dangerous railroad crossings.	Promotes recruitment and opportunities available through the Ohio Army National Guard.																					
Dates	6/1/2024 – 8/31/2024	9/1/2023 – 8/31/2024																					
Link to spots	https://oab.org/ncsa-pep/angels-on-track-2024/	https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/																					
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>OAOT2223</td> <td>Snake in the Grass</td> <td>:30</td> </tr> <tr> <td>OAOT2222</td> <td>Ohio Gambles</td> <td>:30</td> </tr> <tr> <td>OAOT1221</td> <td>BAM!</td> <td>:15</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOT2223	Snake in the Grass	:30	OAOT2222	Ohio Gambles	:30	OAOT1221	BAM!	:15	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG1231</td> <td>Ohio – We Are</td> <td>:15</td> </tr> <tr> <td>OHNG2232</td> <td>Ohio – We Are</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG1231	Ohio – We Are	:15	OHNG2232	Ohio – We Are	:30
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<p>NOTE: the sponsor has requested that priority be given to the OAOT2223: Snake in the Grass spot.</p>																							
July airplay request	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.