



# NCSA-PEP TRAFFIC INSTRUCTIONS - TV

## August 1-31, 2024

*revised July 23, 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 August.

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

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

<b>Sponsor</b>	<b>Angels on Track Foundation</b>	<b>Ohio Army National Guard</b>																					
<b>Purpose</b>	Encourages Ohioans to report dangerous railroad crossings.	Promotes recruitment and opportunities available through the Ohio Army National Guard.																					
<b>Dates</b>	6/1/2024 – 8/31/2024	9/1/2023 – 8/31/2024																					
<b>Link to spots</b>	<a href="https://oab.org/ncsa-pep/angels-on-track-2024/">https://oab.org/ncsa-pep/angels-on-track-2024/</a>	<a href="https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/">https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/</a>																					
<b>ISCI codes and spot titles</b>	<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><b>NOTE: the sponsor has requested that priority be given to the <b>OAOT2223: Snake in the Grass</b> spot.</b></p>																							
<b>August airplay request</b>	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](mailto:mwest@oab.org).