



NCSA-PEP TRAFFIC INSTRUCTIONS - TV

July 1-31, 2025

revised June 24, 2025

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

The **Ohio Dept. of Natural Resources**, **Angels on Track**, and **Ohio Army National Guard** campaigns continue for July. The **TourismOhio** campaign, which originally contracted to conclude at the end of June, has been **EXTENDED** into July.

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

Sponsor	TourismOhio			Ohio Dept. of Natural Resources			Angels on Track Foundation			Ohio Army National Guard		
Purpose	Promotes tourism to Ohio sites, attractions, and vacation spots.			Promotes water and boat safety.			Encourages Ohioans to report dangerous railroad crossings.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
Dates	6/1/2025 – 7/31/2025 PLEASE NOTE CAMPAIGN EXTENSION!			6/19/2025 – 8/31/2025			6/1/2025 – 8/31/2025			9/1/2023 – 8/31/2025		
Link to spots	https://oab.org/ncsa-pep/tourismohio-2025/			https://oab.org/ohio-department-natural-resources-2025/			https://oab.org/ncsa-pep/angels-on-track-2025/			https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/		
ISCI codes and spot titles	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	TOUR2201	Best Place on the Map	:30	ODNR2207	Water Safety	:30	OAOT2224	BAM	:30	OHNG1231	Ohio – We Are	:15
							OAOT2225	Always the Driver's Fault	:30	OHNG2232	Ohio – We Are	:30
							OAOT2226	Their Greed Your Grave	:30			
							OAOT2227	Snake in the Grass	:30			
							NOTE: the sponsor has requested that priority be given to the OAOT2227: Snake in the Grass spot if possible.					
July airplay request	3 plays or 30% of OAB airplay			3 plays or 30% of OAB airplay			2 plays or 20% of OAB airplay			2 plays or 20% 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 you make.
- Spots should be aired between 5 a.m. – 12 midnight, Monday-Sunday.
- Questions? Contact the OAB's Mariah West at mwest@oab.org.