



# NCSA-PEP TRAFFIC INSTRUCTIONS

## SPANISH LANGUAGE TV

### August 1-31, 2025

*revised July 22, 2025*

Thank you for your continued support of the OAB's NCSA-PEP program! Below is information about our TWO Spanish language TV campaigns airing during the month of August.

The **Ohio Dept. of Natural Resources (ODRN)** campaign, highlighted in yellow, is a new campaign that joins the ongoing **Ohio Army National Guard (OHNG)** campaign.

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

<b>Sponsor</b>	<b>Ohio Dept. of Natural Resources</b>			<b>Ohio Army National Guard</b>		
<b>Purpose</b>	Promotes water and boat safety.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
<b>Dates</b>	7/1/2025 – 8/31/2025			9/1/2023 – 8/31/2025		
<b>Link to spots</b>	<a href="https://oab.org/ohio-department-natural-resources-2025/">https://oab.org/ohio-department-natural-resources-2025/</a>			<a href="https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/">https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2025/</a>		
<b>ISCI codes and spot titles</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>	<b>ISCI Code</b>	<b>Spot Title</b>	<b>Lgth</b>
	ODNR2208	Water Safety (SPAN)	:30	OHNG1227	I Will (SPAN)	:15
				OHNG2228	I Will (SPAN)	:30
<b>August airplay request</b>	6 plays or 60% of OAB airplay			4 plays or 40% 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).