



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.

Sponsor	Ohio Dept. of Natural Resources			Ohio Army National Guard		
Purpose	Promotes water and boat safety.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
Dates	8/1/2025 – 8/31/2025			9/1/2023 – 8/31/2025		
Link to spots	https://oab.org/ohio-department-natural-resources-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
	ODNR2208	Water Safety (SPAN)	:30	OHNG1227	I Will (SPAN)	:15
				OHNG2228	I Will (SPAN)	:30
August airplay request	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.