



NCSA-PEP TRAFFIC INSTRUCTIONS
SPANISH LANGUAGE TV
September 1-30, 2025
revised August 27, 2025

Thank you for your continued support of the OAB's NCSA-PEP program!

We are pleased to report that our campaigns with the **Ohio Dept. of Natural Resources (ODNR)** and **Ohio Army National Guard (OHNG)**, which were both scheduled to end on **Aug. 31**, have been extended for September.

ODNR will continue through Sept. 30, 2025, and OHNG has been extended another year through Aug. 31, 2026 – the creative for these campaigns remains the same. These will be the only Spanish language TV campaigns airing in September.

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	6/19/2025 – 9/30/2025 Please note campaign extension.			9/1/2023 – 8/31/2026 Please note campaign extension.		
Link to spots	https://oab.org/ohio-department-natural-resources/			https://oab.org/ncsa-pep/ohio-army-national-guard/		
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
Sept. 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.