



NCSA-PEP TRAFFIC INSTRUCTIONS - 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 TV campaigns airing in September.

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

<i>Sponsor</i>	Ohio Dept. of Natural Resources			Ohio Army National Guard		
<i>Purpose</i>	Promotes water and boat safety.			Promotes recruitment and opportunities available through the Ohio Army National Guard.		
<i>Dates</i>	6/19/2025 – 9/30/2025 Please note campaign extension.			9/1/2023 – 8/31/2026 Please note campaign extension.		
<i>Link to spots</i>	https://oab.org/ohio-department-natural-resources			https://oab.org/ncsa-pep/ohio-army-national-guard/		
<i>ISCI codes and spot titles</i>	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	ODNR2207	Water Safety	:30	OHNG1231	Ohio – We Are	:15
				OHNG2232	Ohio – We Are	:30
<i>Sept. airplay request</i>	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.