



# NCSA-PEP TRAFFIC INSTRUCTIONS SPANISH LANGUAGE RADIO STATIONS

**April 1-30, 2022**  
*revised March 23, 2022*

Thank you for your continued support of the OAB's NCSA-PEP program! Below is information about our two campaigns airing during the month of April – both of which aired in March.

**The Ohio Department of Higher Education (ODHE)** campaign continues, along with the **Ohio Army National Guard (OHNG)** campaign. **Please be sure you are airing the OHNG spots listed below, which were distributed in December. All other OHNG spots should be killed due to expired talent agreements.**

| <i>Campaign sponsor</i>  | <b>Ohio Department of Higher Education</b>   | <b>Ohio Army National Guard</b>   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
|--|--|---|------------|------|----------|---------------------|-----|--|-----------|------------|------|----------|--------------------------|-----|----------|-----------------|-----|----------|----------------------------|-----|--|--|--|----------|--------------------------|-----|----------|-----------------|-----|
| <i>Campaign purpose</i>  | Promotes completion of the Free Application for Federal Student Aid (FAFSA) among Ohio's high school and college students.   | Promotes recruitment and scholarship opportunities available through the Ohio Army National Guard.  |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| <i>Campaign dates</i>  | 2/1/22 – 4/30/22   | 11/1/21 – 4/30/22   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| <i>Link to spots</i>   | <a href="https://oab.org/ncsapep-program/ohio-department-higher-education-2022/">https://oab.org/ncsapep-program/ohio-department-higher-education-2022/</a>  | <a href="https://oab.org/ncsapep-program/ohio-army-national-guard-2021/">https://oab.org/ncsapep-program/ohio-army-national-guard-2021/</a> |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| <i>ISCI codes and spot titles (if possible, please enter spots with ISCI codes only)</i> | <table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>ODHE2206</td> <td>It's For You (SPAN)</td> <td>:30</td> </tr> </tbody> </table> | ISCI Code   | Spot Title | Lgth | ODHE2206 | It's For You (SPAN) | :30 | <table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>ZNGB1075</td> <td>Make a Difference (SPAN)</td> <td>:30</td> </tr> <tr> <td>ZNGB1081</td> <td>Be First (SPAN)</td> <td>:30</td> </tr> <tr> <td>OHNG1222</td> <td>Scholarship Program (SPAN)</td> <td>:30</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>ZNGB1076</td> <td>Make a Difference (SPAN)</td> <td>:60</td> </tr> <tr> <td>ZNGB1082</td> <td>Be First (SPAN)</td> <td>:60</td> </tr> </tbody> </table> <p style="color: red; text-align: center;"><b>Please kill any other OHNG spots not listed here.</b></p> | ISCI Code | Spot Title | Lgth | ZNGB1075 | Make a Difference (SPAN) | :30 | ZNGB1081 | Be First (SPAN) | :30 | OHNG1222 | Scholarship Program (SPAN) | :30 |  |  |  | ZNGB1076 | Make a Difference (SPAN) | :60 | ZNGB1082 | Be First (SPAN) | :60 |
|  | ISCI Code  | Spot Title  | Lgth       |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| ODHE2206   | It's For You (SPAN)  | :30   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| ISCI Code  | Spot Title   | Lgth  |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| ZNGB1075   | Make a Difference (SPAN)   | :30   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| ZNGB1081   | Be First (SPAN)  | :30   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| OHNG1222   | Scholarship Program (SPAN)   | :30   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
|  |  |   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| ZNGB1076   | Make a Difference (SPAN)   | :60   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| ZNGB1082   | Be First (SPAN)  | :60   |            |      |          |                     |     |  |           |            |      |          |                          |     |          |                 |     |          |                            |     |  |  |  |          |                          |     |          |                 |     |
| <i>April airplay requested</i>   | 18 plays or 60% of OAB airplay   | 12 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 6 a.m. – 12 midnight, Monday through Sunday.
- All OAB NCSA-PEP spots are approved for web streaming and may be posted on station websites.
- **If possible, please submit affidavits or invoices electronically, using OAB's IDs.**

| EDI PROVIDER     | OAB ID NUMBER      |
|------------------|--------------------|
| RadiInvoices.com | 9914905 or R114905 |
| SpotData.com     | IDB# 2060          |
| Marketron.com    | 185745             |
| EmediaTrade.com  | EMT12638           |

- Questions? Contact the OAB's Mariah West at [mwest@oab.org](mailto:mwest@oab.org).