



NCSA-PEP TRAFFIC INSTRUCTIONS – TV

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.**

Campaign sponsor	Ohio Department of Higher Education	Ohio Army National Guard																																																			
Campaign purpose	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.																																																			
Campaign dates	2/1/22 – 4/30/22	11/1/21 – 4/30/22																																																			
Link to spots	https://oab.org/ncsaprep-program/ohio-department-higher-education-2022/	https://oab.org/ncsaprep-program/ohio-army-national-guard-2021/																																																			
ISCI codes and spot titles (if possible, please enter spots with ISCI codes only)	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>ODHE2201</td> <td>FAFSA-Café</td> <td>:30</td> </tr> <tr> <td>ODHE2202</td> <td>FAFSA-Gym</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	ODHE2201	FAFSA-Café	:30	ODHE2202	FAFSA-Gym	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>ZNGB1069</td> <td>Be First</td> <td>:15</td> </tr> <tr> <td>ZNGB1059</td> <td>Make a Difference-1</td> <td>:15</td> </tr> <tr> <td>ZNGB1061</td> <td>Make a Difference-2</td> <td>:15</td> </tr> <tr> <td>ZNGB1063</td> <td>Make a Difference-3</td> <td>:15</td> </tr> <tr> <td>ZNGB1065</td> <td>Make a Difference-4</td> <td>:15</td> </tr> <tr> <td>ZNGB1067</td> <td>Make a Difference-5</td> <td>:15</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>ZNGB1070</td> <td>Be First</td> <td>:30</td> </tr> <tr> <td>ZNGB1060</td> <td>Make a Difference-1</td> <td>:30</td> </tr> <tr> <td>ZNGB1062</td> <td>Make a Difference-2</td> <td>:30</td> </tr> <tr> <td>ZNGB1064</td> <td>Make a Difference-3</td> <td>:30</td> </tr> <tr> <td>ZNGB1066</td> <td>Make a Difference-4</td> <td>:30</td> </tr> <tr> <td>ZNGB1068</td> <td>Make a Difference-5</td> <td>:30</td> </tr> </tbody> </table> <p>Please kill any other OHNG spots not listed here.</p>	ISCI Code	Spot Title	Lgth	ZNGB1069	Be First	:15	ZNGB1059	Make a Difference-1	:15	ZNGB1061	Make a Difference-2	:15	ZNGB1063	Make a Difference-3	:15	ZNGB1065	Make a Difference-4	:15	ZNGB1067	Make a Difference-5	:15				ZNGB1070	Be First	:30	ZNGB1060	Make a Difference-1	:30	ZNGB1062	Make a Difference-2	:30	ZNGB1064	Make a Difference-3	:30	ZNGB1066	Make a Difference-4	:30	ZNGB1068	Make a Difference-5	:30
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April airplay requested	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 per month. 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.
- All OAB NCSA-PEP spots are approved for web streaming and may be posted on station websites.
- Questions? Contact the OAB’s Mariah West at mwest@oab.org.