



NCSA-PEP TRAFFIC INSTRUCTIONS SPANISH LANGUAGE TV 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>	Ohio Department of Higher Education			Ohio Army National Guard		
<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>	https://oab.org/ncsaprep-program/ohio-department-higher-education-2022/			https://oab.org/ncsaprep-program/ohio-army-national-guard-2021/		
<i>ISCI codes and spot titles (if possible, please enter spots with ISCI codes only)</i>	ISCI Code	Spot Title	Lgth	ISCI Code	Spot Title	Lgth
	OHDE2204	FAFSA-Gym (SPAN)	:30	ZNGB1093	Be First (SPAN)	:15
	ODHE2205	FAFSA- Café (SPAN)	:30	ZNGB1083	Make a Difference-1 (SPAN)	:15
				ZNGB1085	Make a Difference-2 (SPAN)	:15
				ZNGB1087	Make a Difference-3 (SPAN)	:15
				ZNGB1089	Make a Difference-4 (SPAN)	:15
				ZNGB1091	Make a Difference-5 (SPAN)	:15
				ZNGB1094	Be First (SPAN)	:30
				ZNGB1084	Make a Difference-1 (SPAN)	:30
				ZNGB1086	Make a Difference-2 (SPAN)	:30
				ZNGB1088	Make a Difference-3 (SPAN)	:30
				ZNGB1090	Make a Difference-4 (SPAN)	:30
				ZNGB1092	Make a Difference-5 (SPAN)	:30
			Please kill any other OHNG spots not listed here.			
<i>April airplay requested</i>	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.