



NCSA-PEP TRAFFIC INSTRUCTIONS - RADIO

December 1-31, 2023

revised Nov. 16, 2023

Thank you for your support of the OAB's NCSA-PEP program! Below is information about our FOUR radio campaigns airing during the month of December.

The **Ohio Expedited Pardon Project (OEPP)**, highlighted in yellow, is a new campaign beginning December 1. The **Ohio Housing Finance Agency (OHFA)**, **Ohio Association of Foodbanks (OAOF)**, and **Ohio Army National Guard (OHNG)** campaigns aired in November and continue for December.

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

Sponsor	Ohio Expedited Pardon Project	Ohio Housing Finance Agency	Ohio Association of Foodbanks	Ohio Army National Guard																														
Purpose	Increases awareness of the Ohio Governor's Expedited Pardon Project which streamlines the pardon process for certain individuals.	Promotes resources available for Ohio homebuyers.	Promotes resources available through "Get Covered Ohio" for affordable health insurance coverage.	Promotes recruitment and opportunities available through the Ohio Army National Guard.																														
Dates	12/1/2023 – 1/31/2024	11/1/2023 – 12/31/2023	11/1/2023 – 1/15/2024	9/1/2023 – 8/31/2024																														
Link to spots	https://oab.org/ncsa-pep/ohio-expedited-pardon-project-2023-2024/	https://oab.org/ncsa-pep/ohio-housing-finance-agency-2023/	https://oab.org/ncsa-pep/ohio-association-of-foodbanks-2023-2024/	https://oab.org/ncsa-pep/ohio-army-national-guard-2023-2024/																														
ISCI codes and spot titles	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OEPP2103</td> <td>OGEP A</td> <td>:30</td> </tr> <tr> <td>OEPP2104</td> <td>OGEP B</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OEPP2103	OGEP A	:30	OEPP2104	OGEP B	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHFA2108</td> <td>Homebuyer Resources</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHFA2108	Homebuyer Resources	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OAOF2112</td> <td>Get Covered Ohio</td> <td>:30</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OAOF2112	Get Covered Ohio	:30	<table border="1"> <thead> <tr> <th>ISCI Code</th> <th>Spot Title</th> <th>Lgth</th> </tr> </thead> <tbody> <tr> <td>OHNG2133</td> <td>Ohio - We Are</td> <td>:30</td> </tr> <tr> <td>OHNG3134</td> <td>Ohio - We Are</td> <td>:60</td> </tr> </tbody> </table>	ISCI Code	Spot Title	Lgth	OHNG2133	Ohio - We Are	:30	OHNG3134	Ohio - We Are	:60
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	<p>Please be sure that the "I Will" spots (OHNG2125, OHNG3126) have been removed from rotation and replaced with the "Ohio - We Are" spots listed here.</p>																																	
December airplay request	8 plays or 25% of OAB airplay	8 plays or 25% of OAB airplay	8 plays or 25% of OAB airplay	8 plays or 25% 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.
- If possible, please submit affidavits or invoices electronically, using OAB's IDs.**
- Questions? Contact the OAB's Mariah West at mwest@oab.org.

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