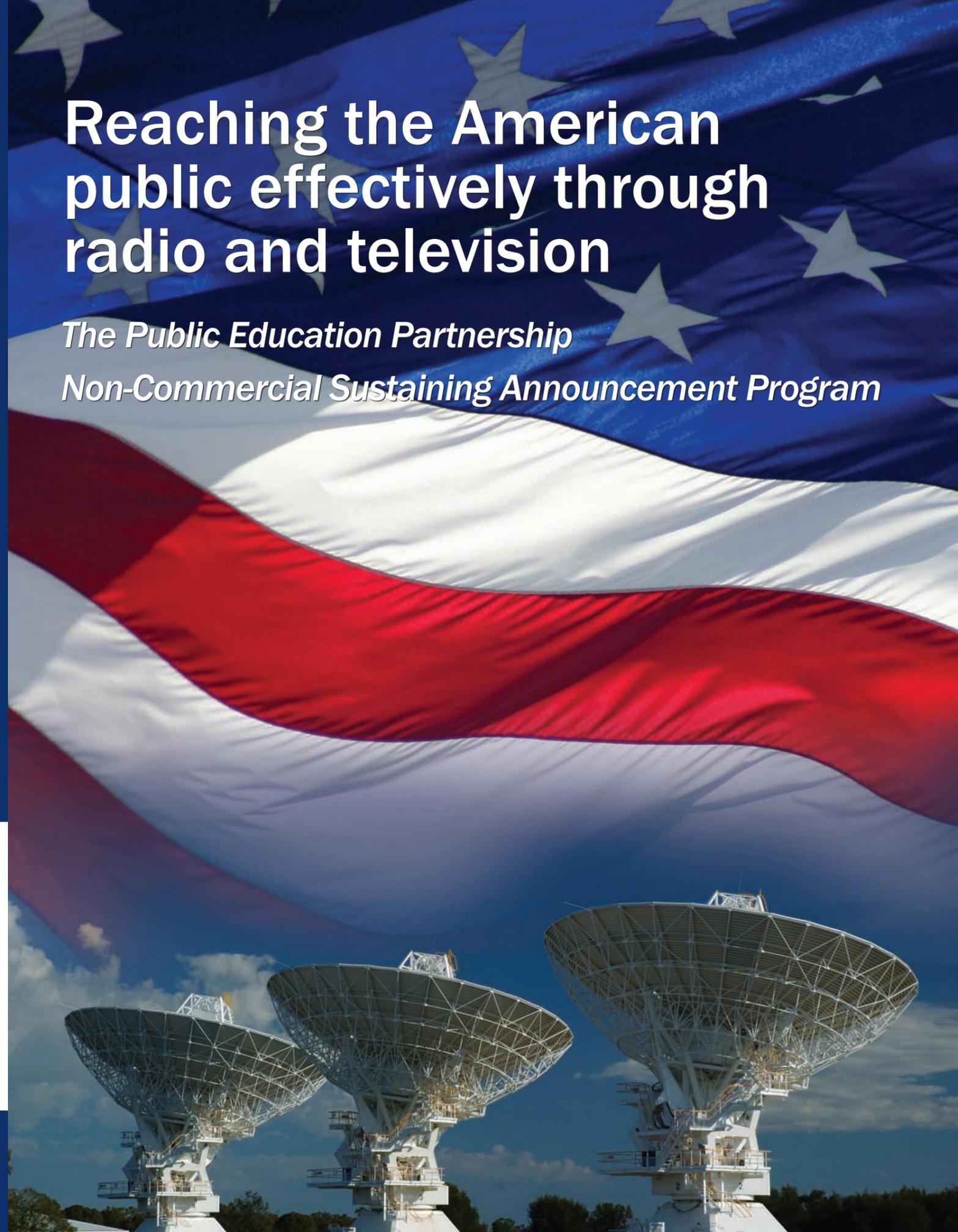
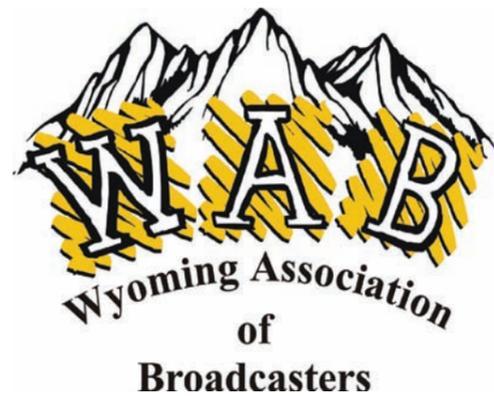


Reaching the American public effectively through radio and television

*The Public Education Partnership
Non-Commercial Sustaining Announcement Program*



Who uses the NCSA/PEP program to spread the word?



Army National Guard

Recruitment Advertising
50 states, Puerto Rico, District of Columbia



United States Coast Guard

Recruitment Advertising
42 states, Puerto Rico, District of Columbia



Transportation and highway safety issues and initiatives

Various States



Health and Human Services

Various States



Emergency Awareness and Preparedness

Various States



Economic Development, Tourism, Taxation, and Consumer Protection

Various States



Education

Various States

Spread the word.

How can we help you spread the word?

In some states, it's known as the Public Education Partnership, or PEP. In others, it's called the Non-Commercial Sustaining Announcement Program, or NCSA. In every state, it's intended to help government agencies and nonprofit organizations deliver their important public interest messages effectively and affordably.

How does the PEP/NCSA program work?

In every state, there is a broadcasters trade association that works on behalf of the radio and television stations in that state — sort of like a statewide chamber of commerce, but for one particular industry, in this case broadcasting.

Under the PEP/NCSA program, radio and TV stations donate airtime to their state broadcasters trade association. In exchange for grant funding, the association makes the airtime available to nonprofits and government agencies which don't have a history of buying advertising time or space. The time is provided on a "multiplier" basis — i.e., for every \$1 of grant funding, the association delivers at least \$2 of airtime value. In some states, the return on investment is a 1:3 or 1:4 grant-funding-to-airtime-value ratio. It's a lot more bang for the buck.

Who will see or hear your message?

Virtually everyone who watches TV or listens to the radio in your target geographic area — and that means pretty much everyone.

Where will your message air?

In the states, territories or regions you choose. Your nationwide message will likely reach 95% of the public in the U. S., the District of Columbia and Puerto Rico (though a few state associations may be "sold out" and thus not available to participate in your campaign). Or you can choose to target certain states, or specific geographic areas.

When will your message air?

Specific air dates and times cannot be guaranteed, since radio and TV stations that participate in their state association's NCSA/PEP program do so on a voluntary, "time available" basis. However, experience has shown that NCSA/PEP spots run 7 days a week in the various dayparts.

How will you know your message aired?

Participating stations enter the spots on their traffic systems and generate an affidavit or airtime report each month, which indicates the number and value of the spots aired. You see proof of the stations' participation and the value of the airtime given to your message.

Why do stations participate?

Because the grant funding enables their state associations to provide services that strengthen the broadcast industry and help stations operate in the public interest. PEP/NCSA revenue helps to subsidize professional education, scholarships and internships, regulatory compliance programs, and other initiatives that serve the industry, the community, and the nation.

What will it cost?

That depends on several factors:

- The geographic reach of your campaign (nationwide, regional, targeted)
- The duration of your campaign (annual, semiannual, quarterly)
- Whether you purchase radio, TV, or both
- Each state broadcasters association structures its pricing a little differently. Fortunately, we have a database of all that information and we can guide you to the campaign that makes the most sense based on your budget and your target audience.

How do you find out more?

Contact us at:

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Box 1387
Cheyenne, WY 82003
(307) 632-7622
(307) 638-3469 FAX

