

PUBLIC EDUCATION PROGRAM/PEP

## WHAT IS A PEP PROGRAM?

The Wyoming Association of Broadcasters partners with our member stations to allow non-profit organizations to get their word out in an economical way!

## STEPS TO GETTING YOUR AD ON THE AIR (Radio/TV/Both)

1. Do you fit the criteria? You have to be a non-profit group that currently does not buy advertising on newspaper, billboard, etc. (Some exceptions will be considered).
2. Call Laura to determine if we have your specific time-frame available.
3. We will help you with a schedule that best fits your needs. ( 1 month minimum)
4. Once you have an ad (:30 preferably) we will get you going and help you get the word out on your organization. We can also help you with production at an added cost.

## WHAT IS THE COST PER MONTH?

Cost: $4,000 per month – to the WY Association of Broadcasters (radio or television). The cost is $8,000 for both radio and television.

### WHAT SHOULD YOU EXPECT IN RETURN?

You will receive a statement approximately one month after the airing of your ads. We tell you which stations ran your ad, how many ads and the value of those ads. The WAB guarantees a 4:1 ratio on your investment or we will run the ads until we reach that value. This has never been a problem.

### CURRENT/PAST PARTICIPANTS

* Army National Guard
* Office of Homeland Security
* Call Before You Dig
* Wyoming Beer Distributors Association
* VA
* Arch Coal Company – Teacher Awards
* USDA
* Brothers Redevelopment

# Call WAB President, Laura Grott , (307) 632-7622 for more information or to set up your schedule. Get your word out!

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