



Public Education Program - 2020 Station Commitment Form

WHAT IS PEP?

There is nothing more critical to the ABA’s existence than our Public Education Program (PEP). The program relies on members - both Arizona radio and TV stations - to donate to the ABA a limited number of spots from their monthly ad inventory. With this bulk donated airtime, the ABA partners with government agencies and non-profit groups who have a PSA-like message to share (but wouldn’t otherwise have the dollars to buy full radio/TV schedules). These groups give the ABA large financial grants, and in return, we partner with you to run their public service messages in ROS schedules. Without a successful PEP program, the ABA would likely cease to exist.

OUR INVENTORY ASK FROM EACH BROADCASTER AND STATION:

- **Each Arizona TV station:** 30 spots/month or more on each station, distributed across dayparts (dot channel spots welcome)
- **Each Arizona radio station:** 40 spots/month or more on each station, distributed across dayparts.

RUNNING THE CAMPAIGNS:

- Given that we have multiple PEP campaigns alive at any given time, we ask our broadcast partners to rotate all PEP spots equally. For example: If there are three active PEP campaigns, we ask that you give each campaign a third of your inventory donation.
- The ABA understands that from time to time, stations may be completely sold out. “Make goods” and “front-loading” are allowed and deeply appreciated.
- The ABA is able to automatically track spot runs for all stations tracked by Nielsen in Phoenix, Tucson and Yuma. If your station(s) does not fit into the above criteria, please send us a monthly traffic report via email (info@azbroadcasters.org) no later than the 10th day of each month so we can account for previous month runs. As an alternative, we can also pull traffic reports directly from your electronic invoicing system. If from an EID, here are our ID numbers: ▪ TVInvoices.com - 9917557 or TV17557 ▪ RadiolInvoices.com - 9915126 or RI15126 ▪ Marketron.com - 195048 ▪ EmediaTrade.com/AdCore Local - EMT12719
- All campaign ads and run windows are housed at azbroadcasters.org/public-education-program. We also send out emails whenever a campaign is added or removed.

Please provide station contact info for who should receive our PEP traffic instructions throughout the year:

Name	Email

I understand the above request from the Arizona Broadcasters Association and commit to participating in the Public Education Program for the 2020 calendar year based on the guidelines above.

Station/Group

Station Manager or Traffic Director Signature

Date