



# PUBLIC EDUCATION PARTNERSHIP (PEP)

## TRAFFIC INSTRUCTIONS

### TELEVISION

3/31/2021

CAMPAIGN TYPE:	<b>PEP</b>
CAMPAIGN TITLE:	<b>HELMSLEY CHARITABLE TRUST CAMPAIGN</b>
START DATE:	<b>3/31/2021</b>
END DATE:	<b>Please Air Until Further Notice</b>
DOWNLOAD SPOTS:	<b>&lt;&lt; <u><a href="#">DOWNLOAD NEW SPOT HERE</a></u> &gt;&gt;</b>
SEND INVOICES TO:	IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
QUESTIONS? PLEASE CONTACT:	Gail Summerville info@iowabroadcasters.com
<b>SCHEDULE INSTRUCTIONS</b>	Please schedule 14 -16 announcements per week with at least 4 to 5 spots scheduled to run Monday through Sunday, 6:00 a.m. to 7:00 p.m.
	When possible, front-load early in the week. While spots are subject to pre-emption, please schedule appropriate make-goods for those missed.
	Please monitor the schedule to make sure you actually average at least 15 spots per week.
	Please note that documentation for the Helmsley Charitable Trust Campaign requires the IBA to report monthly to their agency and they have requested Notarized Affidavits or invoices on station letterhead with broadcast times, number of spots and the rate which would apply for the spots run on your station had they been billed at your current applicable rates.
	Please forward a copy of these instructions to your Traffic or Business Manager so we can continue to have your station provide documentation each month.



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CAMPAIGN TYPE:	<b>PEP</b>
CAMPAIGN TITLE:	<b>ARMY NATIONAL GUARD CAMPAIGN</b>
START DATE:	11/1/2017
END DATE:	Please Continue Airing Until Further Notice
DOWNLOAD SPOTS:	<< <a href="#">DOWNLOAD NATIONAL GUARD SPOTS HERE</a> >>
DOWNLOAD ADDITIONAL SPOT: Start Date – 7/29/2020	<< <a href="#">CLICK HERE TO DOWNLOAD ADDITIONAL SPOTS</a> >>
SEND INVOICES TO:	IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
QUESTIONS? PLEASE CONTACT:	Gail Summerville info@iowabroadcasters.com
<b>SCHEDULE INSTRUCTIONS</b>	Please schedule 14 -16 announcements per week with at least 4 to 5 spots scheduled to run Monday through Sunday, 6:00 a.m. to 7:00 p.m.
	When possible, front-load early in the week. While spots are subject to pre-emption, please schedule appropriate make-goods for those missed.
	Please monitor the schedule to make sure you actually average at least 15 spots per week.
	Please note that documentation for the Army National Guard requires the IBA to report monthly to their agency and they have requested Notarized Affidavits or invoices on station letterhead with broadcast times, number of spots and the rate which would apply for the spots run on your station had they been billed at your current applicable rates, not Rate.
	Please forward a copy of these instructions to your Traffic or Business Manager so we can continue to have your station provide documentation each month.



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**TRAFFIC INSTRUCTIONS**  
**TELEVISION**

3/31/2021

CAMPAIGN TYPE:	<b>PSA</b>
CAMPAIGN TITLE:	<b>IA ATTORNEY GENERAL – PRICE GOUGING</b>
START DATE:	4/1/2020
END DATE:	Please Continue Airing Until Further Notice
DOWNLOAD SPOTS:	<< <a href="#">CLICK HERE TO DOWNLOAD</a> >>
QUESTIONS? PLEASE CONTACT:	Gail Summerville info@iowabroadcasters.com
SCHEDULE INSTRUCTIONS	The Iowa Attorney General's office reached out to IBA regarding the surge of price gouging complaints amid the coronavirus pandemic. At the Iowa Attorney General's request, IBA has created a radio and television spot for stations to air in your available space.
	These spots are not part of our PEP Program. They are a true PSA — meaning no money was exchanged.
	<b>We will not ask for tracking of these spots</b>

Thank you for continuing to support the Public Education Partnership Program!