



PUBLIC EDUCATION PARTNERSHIP (PEP)

TRAFFIC INSTRUCTIONS

RADIO

4/16/2021

CAMPAIGN TYPE:	PEP
CAMPAIGN TITLE:	HELMSLEY CHARITABLE TRUST CAMPAIGN
START DATE:	4/19/2021
END DATE:	Please Air Until Further Notice
DOWNLOAD SPOT:	<< DOWNLOAD NEW SPOT HERE >>
SEND EMAIL OR MAIL INVOICES:	info@iowabroadcasters.com IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
QUESTIONS? PLEASE CONTACT:	Gail Summerville info@iowabroadcasters.com
SCHEDULE INSTRUCTIONS	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:	PEP
CAMPAIGN TITLE:	IOWA ARMY NATIONAL GUARD CAMPAIGN
START DATE:	11/1/2017
END DATE:	Please Continue Airing Until Further Notice
DOWNLOAD ADDITIONAL SPOT: Start Date – 4/2/2020	<< CLICK HERE TO DOWNLOAD ALWAYS READY SPOT >>
DOWNLOAD ADDITIONAL SPOT: Start Date – 7/29/2020	<< CLICK HERE TO DOWNLOAD ADDITIONAL SPOTS >>
SEND EMAIL OR MAIL INVOICES:	info@iowabroadcasters.com IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158
QUESTIONS? PLEASE CONTACT:	Gail Summerville info@iowabroadcasters.com
SCHEDULE INSTRUCTIONS	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, or the Average Spot 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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4/16/2021

CAMPAIGN TYPE:	PSA
CAMPAIGN TITLE:	IOWA AG – PRICE GOUGING
START DATE:	4/1/2020
END DATE:	Please Continue Airing Until Further Notice
DOWNLOAD SPOTS:	<< CLICK HERE TO DOWNLOAD >
QUESTIONS? PLEASE CONTACT:	<u>Gail Summerville</u> <u>info@iowabroadcasters.com</u>
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.
	NO NEED TO SEND INVOICES

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