



2014 TV TRAFFIC INSTRUCTIONS

Iowa Broadcasters Association
PEP: Public Education Partnership
Formerly NCSA (Noncommercial Sustaining Announcements)

Date: January 15, 2014
Attention: General Manager/Traffic Manager
Client: National Guard

Below you will find the National Guard Public Education Partnership schedule. The television spots entitled, **“Defining Moments”** can be downloaded at <https://www.dropbox.com/sh/3e6biyu1ewsk53g/oMM6fv03Lu>

These are the **same** spots that aired during 2013 so you may still have them on hand from last year. There are :30 and :15 messages in both English and Spanish. Please run the appropriate announcements for your station. All National Guard spots have been cleared for web streaming/Internet

Air Dates:

1st Quarter:

Jan 20 -26 Feb 17 - 23
Jan 27-Feb 2 Mar 3 - 9
Feb 3 - 9 Mar 10 - 16
Feb 10 - 16

2nd Quarter:

April 7 - 13 May 12 - 18
April 14 - 20 June 16 - 22
April 21 - 27 June 23 - 29
May 5 - 11

3rd Quarter:

July 7 - 13 August 18 - 24
July 14 - 20 September 1 - 7
July 21 - 27 September 8 - 14
August 11 - 17

4th Quarter:

October 6 - 12
November 10 - 16
November 17 - 23

Schedule Instructions:

Please schedule 8 to 9 announcements per week with at least 2 to 3 spots scheduled to run Monday through Sunday, 5:00 p.m. to 11:30 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 8 announcements** for each week the spots are scheduled to run.

Please forward a copy of these instructions to your Traffic or Business Manager so we can continue to have your station provide a report each month. We need to know the total number of National Guard spots that ran during the schedule, including a dollar value showing what the schedule would have cost had it been billed at applicable rates. Please forward this report to the Iowa Broadcasters Association, PO. Box 71186, Des Moines, IA 50325

(For example: Call Letters: _____ Total Spots: _____ Total Value: _____)

Questions? If you have any questions, please call Mark Osmundson at (641) 752-4122 (mark@iowabroadcasters.com).

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