



RADIO TRAFFIC INSTRUCTIONS

Iowa Broadcasters Association PEP: Public Education Partnership

Date: January 25, 2018

Attention: General Manager/Traffic Manager

Client: National Guard

The National Guard PEP campaign has been extended. Please continue to air the same National Guard spots you are currently running.. Below you will find the National Guard Public Education Partnership (PEP) extended schedule dates. The radio spots can be downloaded at <https://lmdresources.com/arng-iowa> if you need to download them again.

There are :30 and :15 messages, which **now also include versions in Spanish**. Please run the appropriate announcements for your station. All National Guard spots have been cleared for web streaming/Internet broadcast.

Flight #2 Air Dates:

February 1, 2018 - October 31, 2018

Schedule Instructions:

Please schedule 14 to 16 announcements per week with at least 10 to 12 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 announcements** for each week the spots are scheduled to run.

Please note that the documentation required by the National Guard has changed. We must now 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.

Invoices should be sent to the following **new address**. Please update your records:

IBA PEP, 2104 Bittersweet Road, Marshalltown, IA 50158

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!