



# TV 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 television 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 25-26 announcements per week with at least 5 to 6 spots scheduled to run Monday through Sunday, 5:00 p.m. to 11:30 p.m. Schedules can include multi-cast channels.**

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 25 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](mailto:mark@iowabroadcasters.com)).

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