



Public Education Partnership

Spread Your Message Statewide





Public Education Partnership

- **An On-Air Initiative**
- **From Your Agency**
- **Broadcast on a statewide basis**
- **Through the Iowa Broadcasters Association**



Public Education Partnership

- **Powerful Broadcast Combination of Iowa Radio and Television Stations**
- **Available to Government and Non-Commercial Agencies**
- **Maximum exposure at minimal cost**
- **You supply the message IBA does the rest**



Public Education Partnership

Your Message Will...

- **Reach all demographics**
- **Gain the advantages of broadcast frequency, repetition and timeliness**
- **Be seen and heard in all time slots and formats**



Public Education Partnership

You Qualify If...

- **You are a government agency or non-profit organization**
- **You have a statewide message that is non-political and in the public interest**
- **You have not used paid broadcast advertising within the past 13 months**



Public Education Partnership

For more information contact:

Mark Osmundson

Iowa Broadcasters Association

Phone: 641.752.4122

Email: mark@iowabroadcasters.com