



# RADIO TRAFFIC INSTRUCTIONS

## Iowa Broadcasters Association PEP: Public Education Partnership

**Date: January 7, 2020**

**Attention: General Manager/Traffic Manager**

**Client: Office of the Iowa Attorney General**

The Office of the Iowa Attorney General Clergy Abuse Hotline will be running a 3 week PEP campaign. The schedule dates are listed below.

There are :30 announcements in English and Spanish. Please run the appropriate announcements for your station. All spots have been cleared for web streaming/Internet broadcast..

**\*\* NEW CAMPAIGN \*\***  
**3 Week Schedule**  
**Air Dates: January 13, 2020 - February 2, 2020**

[Click Here to Download - English](https://www.dropbox.com/sh/iygct9fbu5po53n/AABKixahfn3G8lYRmKDw2-G9a?dl=0)

<https://www.dropbox.com/sh/iygct9fbu5po53n/AABKixahfn3G8lYRmKDw2-G9a?dl=0>

[Click Here to Download - Spanish](https://www.dropbox.com/sh/xzkdppla3j05ad7/AABm-CTCC0hAmi37kAXc64v_a?dl=0)

[https://www.dropbox.com/sh/xzkdppla3j05ad7/AABm-CTCC0hAmi37kAXc64v\\_a?dl=0](https://www.dropbox.com/sh/xzkdppla3j05ad7/AABm-CTCC0hAmi37kAXc64v_a?dl=0)

### **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 forward a copy of these instructions to your Traffic or Business Manager*** so we can continue to have your station provide a schedule report. We need to know the total number of Clergy Abuse Hotline spots that ran during the schedule, including a dollar value showing what the schedule would have cost had it been billed at applicable rates.

Invoices should be sent to the following address:

**IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158**

**\*\*IMPORTANT NOTE\*\***

**PLEASE CONTINUE AIRING THE ARMY NATIONAL GUARD CAMPAIGN**  
(See Next Page for Traffic Instructions)



# 2019 RADIO TRAFFIC INSTRUCTIONS



## Iowa Broadcasters Association NEW Public Education Partnership (PEP) Materials!

**Date: July 29, 2019**

**Attention: General Manager/Traffic Manager**

**Client: Army National Guard**

The Army National Guard has supplied new radio spots for the statewide recruitment campaign **Live Here - Serve Here** which continues to focus on the Army National Guard members' commitment to community and country as well as the many personal and professional benefits part-time service offers. Four new TV spots have been added to PEP campaign rotation.

Below you will find the Army National Guard Public Education Partnership (PEP) schedule dates. The new television spots can be downloaded at <https://www.lmdresources.com/iowa201819>

There are :30 and :60 messages, which also include versions in Spanish. Please run the appropriate announcements for your station. All Army National Guard spots have been cleared for web streaming/Internet broadcast.

### Air Dates:

**November 1, 2017 - Please Continue Airing Until Further Notice**

### 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.

**Invoices should be sent to the following address:**

**IBA PEP, 1916 Gethmann Lane, Marshalltown, IA 50158**

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

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