

PEP

PUBLIC EDUCATION PARTNERSHIP PROGRAM

The WVBA PEP Program:

- ▶ Helps government agencies and non-profit organizations deliver their important public interest messages effectively and affordably.
- ▶ Reaches all West Virginians across the state through radio and television advertising.
- ▶ Provides your outreach solution!

How Does the PEP Program Work?

- ▶ Radio and television stations donate airtime to the WVBA. In exchange for funding, the association makes the airtime available to nonprofits and government agencies.
- ▶ For every \$1 of investment from your organization, the association guarantees at least \$3 of airtime value.
- ▶ In many cases, the return on investment is more and the WVBA has very satisfied clients. A win-win for both!

Who Uses the PEP program?

- ▶ Agencies use PEPs to promote health and human services, emergency awareness and preparedness, consumer protection, education, transportation and highway safety issues/initiatives, economic development, tourism and more.
- ▶ As an example, the Army National Guard uses PEPs for recruitment advertising.
- ▶ We are an approved Sole Source Vendor for the State of WV.

How is it Different From a PSA?

- ▶ A public service announcement (PSA) is aired by a station without a monetary commitment, and is therefore aired by the station at its own discretion.
- ▶ PSAs are an effective and useful campaign approach for organizations who do not have access to funding and who rely solely on a station's commitment to community service.
- ▶ PSAs do not hold airtime guarantees.

Why Do Stations Participate?

- ▶ PEP campaign funding enables the WVBA to provide services that strengthen the broadcast industry and help stations operate in the public interest. PEP revenue helps the WVBA to subsidize professional education, scholarships, regulatory compliance programs, and other member benefits that many stations could otherwise not afford.

Does the WVBA provide resources to create and distribute the spots?

- ▶ Those who find PEP campaigns to be most successful are those who have a cause or message that is important to the state as a whole. It is also important that spots not be considered “issue advertising.” In other words, not pushing a political agenda.

Where and When Will PEP Spots Be Aired?

- ▶ Virtually all commercial radio and TV members of the WVBA air PEP spots. Specific stations cannot be guaranteed, since stations participate voluntarily. However, the WVBA works diligently with its membership to ensure effective coverage.

What Kind of Reports Do Sponsors Receive?

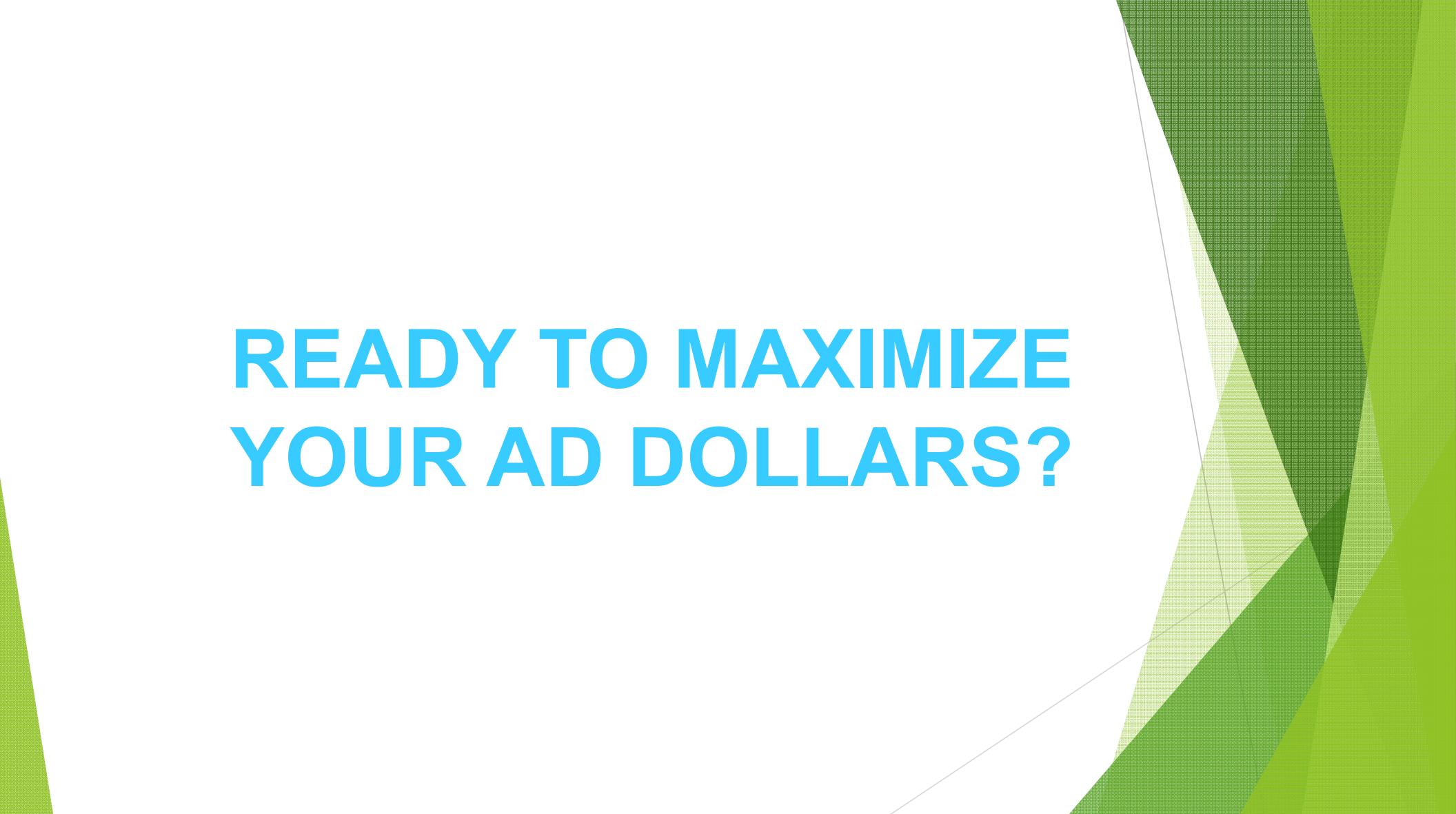
- ▶ PEP sponsors receive reports from the WVBA giving the number of spots ran, dollar value, and a break out of where the spots ran across the state. The report provides a complete summary of the airtime value that sponsors have received.

Does the WVBA Provide Resources to Create and Distribute the Spots?

- ▶ Sponsors prepare and produce their announcements and submit to WVBA. The WVBA then distributes the spots to member stations and handles all communication with individual stations as necessary. The WVBA can assist with radio production often at low or no cost.

How Much Does It Cost to Air A PEP Campaign?

- ▶ Cost is determined on a case-by-case but mainly on campaign duration. PEPs are often paid through grants, particularly those requiring matching funds as the 3:1 return qualifies as such.



**READY TO MAXIMIZE
YOUR AD DOLLARS?**

MESSAGE GUIDELINES

Your organization must be a non-profit or government agency.

Message sponsor may not air the same message(s) in a commercial buy while participating.

Campaigns are run for a minimum of three months and are most commonly run yearlong. Some have a single commercial or they may rotate two or more.

Message sponsor guarantees that any grants to the WVBA will neither impact nor influence any paid advertising schedule now or in the future.

Spots are provided by the sponsor in Mp3 form for Radio and HD quality for Television. (The WVBA will distribute to the stations.)

CONTENT

Commercials are a maximum of 30 seconds in length.

Campaigns are informational/educational and serve a public need. The announcements may not be political or controversial in nature. Elected politicians are prohibited from appearing.

Messages have potential to air on HD radio stations and multi-cast digital television stations, therefore talent clearances are sole responsibility of the sponsor.

All copy must be approved, in writing, by the WVBA prior to the schedule airing.

All PEP messages must include the following tag: "Sponsored by (PEP Sponsor), the West Virginia Broadcasters Association, and this station"



Find out more by contacting Michele Crist

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West Virginia Broadcasters Association

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