



WEST VIRGINIA BROADCASTERS ASSOCIATION

PEP Program

Public Education Partnership



ADVOCATE



EDUCATE



COLLABORATE



ELEVATE



THE PROGRAM

What is the PEP Program?

The Public Education Partnership (PEP) is open to government agencies and nonprofit organizations that want to deliver important public-interest messages — effectively and affordably.

It's best suited for organizations with some promotional budget — but not enough to buy sustained, statewide radio and TV coverage on their own.

MESSAGES THAT FIT PEP



Education



Senior services



Consumer protection



Emergency preparedness



Tourism



& more





**The only program
of its kind in
West Virginia**

A STATE-APPROVED CREDENTIAL

An approved State of WV sole-source vendor

Because the PEP is the only program of its kind in West Virginia, eligible public agencies can partner with us directly — without a competitive bid or a lengthy RFP.



Contract directly

Public agencies can engage PEP without a competitive bid.



No equivalent to bid

No comparable statewide program exists to bid against.



Faster to on-air

Less procurement paperwork gets your campaign on air sooner.

WHY A PEP

Why a PEP is the way to spread your message



Exclusive Program

The only program of its kind in West Virginia — and an approved State Sole-Source Vendor.



Statewide Reach

Delivers your message to every corner of the state through all WVBA TV and radio member stations.



Strong ROI

Our guarantee is at least **\$3** in airtime value for every **\$1** invested — and often more.



Simple Process

A PEP makes executing and airing your message simple and effective.

HIGH VALUE AT A LOW COST

A strong return on every dollar

\$1

invested

our return: at least

\$3

in airtime value

— a 3x target we often exceed.



1 Priced to fit

Costs are set case-by-case, based mainly on campaign duration.



2 Grant-friendly

An excellent fit for grant funding — especially when matching funds are required.



3 Built to last

Campaigns run a three-month minimum, and most often six to twelve months.

From commitment letter to on-air

1



Station Participation

Stations provide airtime to the WVBA, in turn, the funds generated from the PEP program provide for continuing education and legal resources for the member station.

2



Content Guidelines

Spots should have statewide relevance and educate or inform West Virginians.

3



Production & Distribution

Clients supply one master spot; the WVBA duplicates it to every station, requesting airings rotated across dayparts.

4



Sponsor Reports

Clients will receive a report of locations spots aired, and approximate airtime value.

Message & content requirements



THE MESSAGE

- ✓ Open to nonprofits and government agencies.
- ✓ Three-month minimum; many lasting six to twelve months.
- ✓ Not aired as a paid buy while your PEP runs.
- ✓ Supplied as MP3 for radio and HD files for television.



THE CONTENT

- ✓ 30 seconds maximum, informational or educational.
- ✓ No political or controversial messages.
- ✓ Elected politicians may not appear.
- ✓ All copy approved in writing by the WVBA before airing.



REQUIRED ON-AIR TAG

"Sponsored by [Sponsor], the West Virginia Broadcasters Association, and this station."

STATEWIDE REACH

Every corner of West Virginia

Our TV and radio member stations volunteer airtime for PEP campaigns — reaching West Virginians in communities large and small.



TV + Radio

Aired by WVBA Radio and TV member stations



Exclusive

statewide program



Full

Reporting on your campaign's reach & value



SEE IT IN ACTION

Get inspired by campaigns from other states

Browse a library of TV and radio PEP spots that broadcaster associations in other states have aired — a quick way to spark ideas for your own message's tone, format, and storytelling.



TV & radio spots

See both broadcast formats side by side.



30-second stories

See and hear how a full message fits in :30.



Tone & format ideas

Find an approach that fits your cause.



VIEW THE EXAMPLE LIBRARY

<https://www.dropbox.com/scl/fo/2r6tui4k0pcp0pd037pld/AHDxlco4VWqyRncYisVqDF?rlkey=hmdtk8s6bm3v3zhqbl9oy5ay2&st=7mtqsykl&dl=0>

Open in any browser to watch and listen to TV and radio spots from across the country.



NEW • OPTIONAL ADD-ON

Extend your reach with digital ad campaigns

A new offering that complements your PEP — purchased separately from your broadcast schedule to carry your message onto screens beyond TV and radio.



Where it runs

Google Display Network
banner ads + YouTube
TrueView videos



Why add it

Reinforces your on-air
message and fills the
gaps between spots.



Simple to add

Layered onto your TV
and radio campaign as
a separate buy.



COMING SOON

This is a new offering — formats, packages, and pricing are being finalized. Ask us about adding digital to your campaign.



Scan the QR Code to learn more about Digital PEP campaigns





LET'S PARTNER

Let's get your message on the air

Getting started is simple.



Let's build a PEP campaign that carries your message across West Virginia.



ADVOCATE



EDUCATE



COLLABORATE



ELEVATE

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