



Presenting a  
**Powerful**  
And  
**Cost-efficient**  
Means to Broadcast  
Your  
**Message**

As you prepare your public education plan for the coming year, the South Carolina Broadcasters Association can help you utilize the power of broadcast for your message – **at significantly reduced rates.**

If your goal is to reach a wide audience (young and mature, singles and families, men and women), to take your message to every corner of the state (big cities and small towns), and to have your message aired around the clock in a variety of formats – you are a perfect fit for SCBA's **Public Education Program (PEP)**. There is no other program available that can offer this type of broad coverage on radio and television at such low cost. Many government agencies and non-profit organizations are facing particularly challenging times now, making it very important to identify methods to maximize outreach dollars. Co-sponsorship with South Carolina broadcasters through a **PEP** campaign can do just that.

A **PEP** campaign with the South Carolina Broadcasters Association is a unique and powerful tool to broadcast your message throughout our state. Scores of government agencies and non-profit organizations have participated in the program since its inception in the 1980's – with dramatic results. Our partners enjoy a significant return on investment through this program—a guaranteed minimum of 3 to 1 – but historically sponsors receive a far higher return.

This brochure provides details about the **PEP** program. We would enjoy meeting with you to discuss how **PEP** could help your organization deliver its message. SCBA does limit the number of **PEP** campaigns during the year; however, we currently have openings for 4<sup>th</sup> quarter 2011 and calendar year 2012.

**To schedule a consultation, contact:**

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South Carolina  
Broadcasters  
Association  
PEP Program

## **What is PEP?**

PEP is an acronym for Public Education Program. PEP campaigns are fund-raisers sponsored by state broadcasters associations across the country. In South Carolina, the funds support various member programs and services. A significant amount goes to our Educational Foundation to fund scholarships at state colleges and universities that offer broadcast training. The South Carolina Broadcasters Association (SCBA) PEP campaigns allow participants to contract with SCBA to have their promotional spots distributed to radio and television stations in South Carolina at a reduced flat-rate cost. All fees go directly to SCBA. In support of their Association, stations run PEP spots on a volunteer basis.

## **Who Is Eligible to Participate in PEP?**

Non-profit organizations and government agencies are eligible participants. Despite limited funding for promotional efforts, these groups can still get affordable statewide distribution of their messages through the PEP campaign. Because of the donative nature of each South Carolina station's participation in our PEP program, SCBA has a general policy against accepting potential PEP campaigns from sponsors which purchase advertising on radio or television stations or on other forms of media, including but not limited to cable, newspaper and billboards. However, SCBA will, in its discretion, consider waiving the policy in appropriate circumstances.



***Our sponsors  
receive a minimum of  
3-to-1 representing the  
value of the aired spots  
compared to the  
dollar investment.***

## **What Stations Participate?**

Although station participation in SCBA's PEP campaigns is on a volunteer basis, our Association has outstanding support from its member radio and television stations throughout the state. Virtually all S.C. television stations and the majority of commercial radio stations are members. In addition, PEP sponsors have the option to have their spots distributed to non-member stations as well.

## **What Are the Responsibilities of the Participating Agency or Organization?**

The participants are responsible for the production of their radio and television spot(s), the cost of tape duplication and the cost of distribution of the spots to stations. SCBA will be pleased to recommend production facilities and duplication resources, if needed.

## **What Are SCBA's Responsibilities?**

SCBA will distribute the spots to radio and television stations, and will provide cover materials to accompany the spot(s) introducing your organization as a PEP participant and detailing the instructions for airing your spots. Stations are encouraged to not only run the spots frequently and in the best time slots available but to also return monthly affidavits indicating what days and times spots ran and the dollar value of the airtime. In turn, SCBA will provide the sponsor with monthly reports summarizing which stations ran the spot(s) and how many spots were run at what value. At the end of your PEP campaign, SCBA can tell you what rate of return was received based on your investment. A return of 3:1, representing the value of the aired spots compared to the dollar investment, is guaranteed. However, historically, our sponsors receive a much higher return.

## **What Number of Spots Can We Provide At What Length? What About Content?**

PEP campaigns can be from three to twelve months in length. Three-month campaigns include one tape distribution, longer campaigns may include additional distributions. Including more than one version of the spot allows the station to rotate your spots to keep their air fresh. If only one spot is done, a 30-second spot is recommended. If possible, you may want to include a 60-second spot for radio, and/or a 15-second spot for TV, as that may open more available air time for your campaign.

Please note that before tape duplication, **all spot copy must be approved by SCBA's PEP Committee.** Because of political advertising and equal time considerations, our Association's legal counsel has recommended that elected officials and potential candidates not be used in PEP spots. SCBA encourages all PEP sponsors to produce both English and Spanish versions of the spot, and to include closed captioning. Also note that each spot must contain a sponsor identification tag as required by the FCC. An appropriate tag is "Sponsored by (organization) and aired by the S.C. Broadcasters Association and this station."



**Utilize the Power of Broadcast at  
Significantly Reduced Rates to  
Deliver Your Message**



**PEP Program**



South Carolina Broadcasters Association  
One Harbison Way, Suite 112  
Columbia, SC 29212

## **PEP Participants**

AAA Foundation for Traffic Safety  
Century Council  
Diocese of Charleston  
Eat Smart, Move More SC  
SC Air National Guard  
SC Army National Guard  
SC Department of Public Safety  
SC Parks Recreation and Tourism  
SC Association of Counties  
SC Department of Agriculture  
SC Department of Natural Resources  
SC Department of Labor  
SC Employment Security Commission  
SC Department of Revenue  
SC Department of Transportation  
SC Department of Motor Vehicles  
SC Technical College System  
SC Partners for Science and Technology  
SC Attorney General's Office  
SC Coalition Against Domestic Violence and Sexual Assault  
SC Campaign to Prevent Teen Pregnancy  
SC Commission on Higher Education  
SC Department of Insurance  
SC Department of Alcohol and Other Drug Abuse Services  
Roadway Safety Foundation  
University of South Carolina  
US Coast Guard  
US Department of Defense