



PEP OVERVIEW

What is PEP?

PEP is part of NCSA which is a “non-commercial sustaining announcement,” a category of “spot” announcement recognized by the FCC and approved by the IRS.

The PEP program is available only to non-profit organizations and government agencies.

How Does It Work?

South Carolina radio and television stations have pledged air time to the SCBA “time bank.” The SCBA, in turn, makes this time available to sponsoring organizations at a deep discount. The SCBA guarantees a minimum of four times a return on your investment in actual documented airtime. Many sponsors realize a far greater return.

Does My Organization Qualify for the PEP Program?

1. Your message must be of public interest and of benefit to the community.

2. Your group must be a non-profit group or government agency.
3. Announcements must be non-commercial and non-political.
4. All PEP copy must be approved by SCBA.
5. All PEP spots are required by the Federal Communications Commissions to carry a sponsor identification.
6. All television PEP spots that are funded (either for production or air) with federal funds must be close captioned.
7. The PEP program is not available to organizations that place paid advertising with other media.

Where and When Will My Messages Air?

Nearly every radio and television station in the state participates in the SCBA / PEP program. These stations have pledged their “best unsold airtime” to the SCBA for your message. PEP spots run in all day-parts and air statewide. Following approval by the SCBA Board of Directors, the SCBA places an order with each station. At the end of each month the SCBA provides a summary of station affidavits or “proof of performance” to the sponsor.

Who Uses PEP?

The following is list of recent PEP participants.

- South Carolina Army National Guard
- South Carolina Manufacturers Extension Program
- South Carolina Call 811
- South Carolina Asphalt Paving Association
- South Carolina Department of Education
- South Carolina Office on Aging
- South Carolina Office of Regulatory Staff
- South Carolina Technical College System

WE GUARANTEE RESULTS!

For more information [contact us](#) or call us at 803-732-1186.