



PEP TRAFFIC INSTRUCTIONS FOR 2020

DATE: March 1, 2020
TO: General Managers and Station PEP Coordinators – SC Radio Stations
FROM: Margaret Wallace, Executive Director
South Carolina Broadcasters Association
SPONSOR: **SC Department of Education**

FORMAT:

RADIO:

SC Department of Education – through July 31, 2020

:30 spot ([Click here to download spot](#)) **NEW CREATIVE. PLEASE REPLACE ALL OTHER SPOTS WITH THIS ONE AND RUN IT 100% UNTIL FURTHER NOTICE.**

TV:

SC Department of Education – through July 31, 2020

:15 spot ([Click here to download spot](#)) **NEW CREATIVE. PLEASE REPLACE ALL OTHER SPOTS WITH THIS ONE UNTIL FURTHER NOTICE.**

MESSAGE:

These spots educate the public about the importance of continued learning at home.

LOGGING/SCHEDULE:

PEP spots for South Carolina Broadcasters Association sponsors should be logged as such, so detailed monthly reports can be provided to the SCBA office. Please run the two English versions equally. **All PEP spots should run in the best time periods available (6a-12a, if possible) and as frequently as possible.**

WEBSITE SUPPORT: For all PEP Partners -- Links to spots for download, traffic instructions, and summary report form are available at http://scba.net/ncsa_stationparticipation.htm

REPORTING PROCEDURE:

Please see the PEP Monthly Summary attached (produce copies as needed). Each month, the Summary is to be completed with the total number and dollar value of the spots aired. You may mail signed Summary and supporting documentation showing dates and times of spots aired to:

SCBA
2711 Middleburg Drive, Suite 201
Columbia, SC 29204

Thank you for your support of this campaign. Any questions, call the SCBA office at 803-732-1186.

PEP MONTHLY SUMMARY- Fill out a separate report for each campaign

The attached documents indicate our use of the SCBA-PEP spots for

SC DOE

(PEP partner agency/organization)

For the month of _____, 2020.

Had they been purchased as a commercial buy, the total cost for these spots (based on our current rate card) would have been \$ _____. The total number of spots we ran for the above month was _____.

Signed _____

Station _____

Phone Number (____) _____

Email Address _____

Please return this sheet and supporting documentation by **e-mail** to paula@scba.net