



## 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 Forestry Commission**

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### FORMAT:

#### RADIO:

**SC Forestry Commission – rotate these four spots (four :30) equally through May 31, 2020**

[:30 spot – Spot 1 Radio](#)

[:30 spot – Spot 2 Radio](#)

[:30 spot – Spot 3 Radio](#)

[:30 spot – Spot 4 Radio](#)

#### TV:

**SC Forestry Commission – rotate these spots equally through May 31, 2020**

[:30 spot – Spot 1 TV](#)

[:30 spot – Spot 2 TV](#)

[:30 spot – Spot 3 TV](#)

[:60 spot – Spot 4 TV](#)

[:60 spot – Spot 5 TV](#)

[:60 spot – Spot 6 TV](#)

#### MESSAGE:

These spots educate the public about the importance and impact the forestry industry has on South Carolina.

#### 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](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 CALL 811**

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(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](mailto:paula@scba.net)