

Reaching the American public effectively through radio and television

The Public Education Program



Arizona Broadcasters Association

www.azbroadcasters.org
602-252-4833



Who uses the PEP program to spread the word?



Army National Guard

Recruitment Advertising
50 states, Puerto Rico, District of Columbia



United States Coast Guard

Recruitment Advertising
42 states, Puerto Rico, District of Columbia



Transportation and highway safety issues and initiatives

Various States



Health and Human Services

Various States



Emergency Awareness and Preparedness

Various States



Economic Development, Tourism, Taxation, and Consumer Protection

Various States



Education

Various States

Spread the word.

How can we help you spread the word?

The Public Education Program, or PEP, is intended to help government agencies and nonprofit organizations deliver their important public interest messages effectively and affordably.

How does the PEP program work?

In Arizona, as in every state, there is a broadcasters trade association that works on behalf of the radio and television stations in that state – sort of like a statewide chamber of commerce, but for one particular industry, in this case broadcasting.

Under the PEP Program, radio and TV stations in Arizona donate airtime to the Arizona Broadcasters Association (ABA). In exchange for grant funding, ABA makes the airtime available to nonprofits and government agencies which don't have a history of buying advertising time or space. The time is provided on a "multiplier" basis – i.e., for every \$1 of grant funding, ABA delivers at least \$2 of airtime value. **It's a lot more bang for the buck.**

Who will see or hear your message?

Virtually everyone who watches TV or listens to the radio in the state of Arizona – and that means pretty much everyone.

Where will your message air?

On commercial TV stations as well as commercial, noncommercial, college and religious radio stations throughout the state. Your message will likely reach 99% of the public in the state of Arizona.

When will your message air?

Specific air dates and times cannot be guaranteed, since radio and TV stations that participate in the PEP program do so on a voluntary, "time available" basis. However, experience has shown that PEP spots run 7 days a week in the various dayparts.

How will you know your message aired?

Participating stations enter the spots on their traffic systems and generate an affidavit or airtime report each month, which indicates

the number and value of the spots aired. The Association will compile the data and provide you with a detail & summary report of the stations' participation and the total value of the airtime given to your message.

Why do stations participate?

Because the grant funding enables their state association to provide services that strengthen the broadcast industry and help stations operate in the public interest. PEP revenue helps to subsidize professional education, scholarships and internships, regulatory compliance programs, and other initiatives that serve the industry, the community, and the state.

What will it cost?

That depends on several factors:

- The duration of your campaign (annual, semiannual, quarterly)
- Whether you purchase radio, TV, or both
- We can guide you to the campaign that makes the most sense based on your budget and your target audience.

How do you find out more?

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