



Art Brooks, President/CEO

## A message from Art

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### **NCSA/PEP Campaign 101**

As a non-profit professional trade association the Arizona Broadcasters Association has two ways of obtaining operating revenue – dues and non-dues revenues.

Member dues from the state radio and television stations as well as our associate members provides a substantial base that allows us to have a strong Government Relations effort which means maintaining relationships with members of the Arizona Congressional delegation and their staff which are responsible for overseeing our industry issues. The NAB has a powerhouse full time lobbying force for a broad overview on the industry position on all issues that can impact leadership but they can't drill deep into every states delegation the way we can. That's in my job description as it is unwritten into every radio and television station general manager's job description. I learned coming up through the ranks of small market radio over the course of 17 years how valuable it was to form relationships with our Congressional delegation. We will be doing an even better job in the future taking advantage of the new House schedule with a week every month devoted to in-district work for the Members. I suggest that as often as possible you do the same. Let me know and I'll do my best to meet along with you or at the very least make sure you have the latest updates on issues of the day such as Performers Rights/Performance Tax and Spectrum.

Your member dues also go a long way to maintaining the ABIP program and keeping your fees as low as possible for this valuable program that protects your stations from potential fines. Your dues allow us to work with partners like the Arizona Capitol Times like we are now to schedule town halls in the state which will allow for great interaction with your stations and local, state and federal government officials. Your dues gives us a welcoming office space including space for you whenever you need a remote place to work from while in Phoenix and many other ways to serve you that we could not do without your membership support.

Our other revenue – and the purpose of this article - is referred to as “non-dues revenue” which in our case is mainly from our NCSA/PEP campaigns. Currently we have the AZ National Guard; U.S. Coast Guard; ADOT (AZ Amber Alert/5-1-1) and the State Bar of Arizona. We never enter into an agreement that intercepts one dollar of paid advertising time to our member stations and we primarily work with federal and state agencies as they often have an earmarked amount of money for education but never enough to buy time. The ABA is permitted to negotiate an agreement with these agencies as “sponsors” that defines a dollar amount to be “contributed” to the ABA. Under FCC rules these campaigns are known as NCSA (Non-Commercial Sustaining Announcements). To make it easier to understand for our sponsors and stations alike we refer to them as PEP or Public Education Plans.

Due to the fact that the ABA is receiving funds for these campaigns it raises them above the level of a PSA and just under Commercial grade time on your stations. The FCC asks that these spots be logged as NCSA which readily identifies them if your traffic systems allow. Your stations participation is completely voluntary and is reportable to the ABA each month on forms we provide along with affidavits if you so choose giving the total number of spots run for each campaign and assigning a “street” value for the time. This is what determines the validity of the PEP program as we report monthly or quarterly to our sponsors and they receive a 2-1 or 4-1 guaranteed ROI. Due to you generosity much of the time we exceed these ratios which is attractive to maintain the sponsors campaign after campaign. Our main request of you is to run each campaign on a 6 am – 11 pm rotation as they deserve a more “quality” time placement that traditional PSA time. If every stations donates at least 12 spots per month of this time for our campaigns we all win!

The way we win is this funding provides member & community services which would not exist otherwise. Our funding for the LocalBroadcastSales.com on-demand training system is offered for free to our members because of these funds. They fund all of our scholarships at the ASU Cronkite School of Journalism & Mass Communications, NAU School of Communications and our summer high school broadcast institutes. Our Career Fairs are free to members , membership dues have not been increased for 15 years due to the success of this program and the AZ Amber Alert program is funded in the same manner.

I hope this gives you a better definition of the important role you each play with “your” state broadcasters association and how your involvement directly impacts the services you receive from us. We are all in the daily battle of improving and saving the best free over-the-air broadcast system the world has ever known!



[www.azbroadcasters.org](http://www.azbroadcasters.org)

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