

What is the Public Education Program?

The Public Education Program (PEP) offers an average 75% discount off the traditional cost of paid media advertising alongside no-cost ad production. Only Arizona government agencies and non-profit organizations with public interest messages are eligible to participate in the ABA's Public Education Program.

How does PEP work?

Partners participating in PEP receive daily ad placement from 175 radio and TV stations in Arizona. PEP campaigns run on nearly every commercial TV and radio stations in Arizona. Campaigns run on all major network TV affiliates and most radio stations, urban and rural. All PEP ads run daily in both English and Spanish, and across station digital streams, ensuring the program reaches an estimated 90% of Arizona's 18+ population.



How do TV, radio and digital ads get created?

On a fully pro bono basis, the ABA creates all commercials for each partner message. This includes producing up to three unique ads in both English and Spanish across TV, radio and digital channels. Partners can run multiple ads at the same time to maximize different messages. Partners can also change ads at different times of the year. For extended partnerships, the ABA can create three new ads once yearly. As a legal rule, all ads must include a brief disclaimer to name the paying campaign sponsor.

How long do campaigns run and how often can the TV and radio ads get changed?

PEP campaigns run for a minimum of four months, but many continue as long-term, ongoing partnerships. The ABA can update/change the ads from any PEP partner as frequently as once each quarter. Change requests must be submitted 30 days ahead of time. If new ads need to be created by the ABA, a 60-day notice is required.

What reporting do PEP partners receive?

In return for the investment in our program, the ABA provides a monthly proof of performance that shows when and where every ad run occurs. We also provide a monthly summary report that values each ad compared to normal prices and our promised ROI, which is always at least 4:1 (75% discount).

What is the Arizona Broadcasters Association?

The Arizona Broadcasters Association is our state's official trade association for local TV and radio with a heavy focus on futureproofing local media and its critical role in communities. All PEP proceeds support media training and scholarships at all three state universities, funding for paid internships and defense of local journalism.