

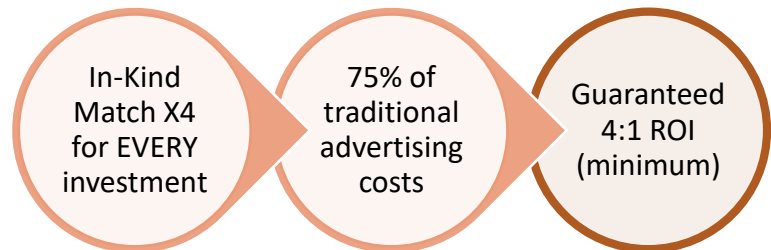


## PUBLIC EDUCATION PROGRAM

The Public Education Program (PEP) is a PSA-advertising hybrid. Government agencies and non-profit organizations that qualify **as operating in the public interest** are eligible to create these campaigns.

The campaigns provide deeply discounted, state-wide public education messaging in traditional advertising blocks on nearly every Arizona radio and TV station. Broadcasters generously donate the airtime for the campaigns in all timeslots, with high frequency, and across diverse channels that touch different Arizona audiences. **Partners receive an in-kind match from the ABA to quadruple any investment. Put another way, every investment provides a contractual minimum 4 to 1 ROI, providing 75% off the traditional cost of radio and TV spots.**

In order to be eligible for a PEP campaign, partners must not have made traditional TV or radio buys on the proposed campaign within the last 12 months.



PEP programs have been in existence since 1962, and are endorsed by governors, state agencies and the federal government. Currently, all 50 states have a Public Education Program.

### Which stations air PEP campaigns?

The ABA solicits member and non-member radio and television stations statewide to establish a certain level of voluntary participation in carrying these messages (just as though the time was purchased by a “paid advertiser”). The campaigns run on a majority of TV and radio stations in the state.

### How much does a PEP campaign cost?

Our state-wide, radio and TV campaigns are customized for each client. Most campaigns are annual or quarterly to ensure max reach.

### How is the program valued from a dollar perspective?

The ABA works with our TV and radio partners to deliver average spot cost figures that demonstrate to our PEP partners the potential cash value of every spots delivered during a campaign. This data ensures partners receive a minimum 4 to 1 ROI on their investment. Affidavits of performance are furnished to each partner monthly so they know which stations participate alongside the date and time that messages air.

### Does the money raised from PEP campaign grants go towards any broadcast lobbying?

Absolutely not. In Arizona, all PEP proceeds support the non-profit Arizona Broadcasters Association, our state’s official trade association for broadcast television and radio. Proceeds go towards broadcast scholarships at all three state universities, maintenance for the Arizona AMBER Alert system to alert the public to child abduction emergencies, and contributions to the 1<sup>st</sup> Amendment Coalition for freedom of speech.

### How do I get involved or learn more?

If you are a government agency or non-profit interested in a PEP campaign, email [info@azbroadcasters.org](mailto:info@azbroadcasters.org) or call at 602-252-4833 and ask for Chris Kline (ABA President/CEO).