



PUBLIC EDUCATION PROGRAM



Honoring America's Veterans

START DATE: July 22, 2020

KILL DATE: November 30, 2020

Arizona-based Honoring America's Veterans is the nonprofit group responsible for putting on the state's largest Veterans Day parade each year. In the era of COVID-19, a parade won't be possible in 2020. Instead, the group is using TV and radio airwaves to help put our Arizona veterans top of mind and ask Arizona citizens to get involved in honoring our veterans virtually.

The Honoring America's Veterans spots will share inventory with all other PEP Campaigns. Please air in all dayparts MONDAY through SUNDAY with preferred placement in the 6:00 AM - 11:00 PM rotation.

These spots are approved for web streaming / internet broadcast. We also encourage participation from digital sub-channels.

SPOTS

DESCRIPTION (CLICK SPOT TO DOWNLOAD)	LENGTH	MEDIA	ISCI CODE	EXPIRATION DATE
Veterans Overview English	:30	TV	VETS2301	11/30/2020
Veterans Overview Spanish	:30	TV	VETS2302	11/30/2020
Veterans Covid19 English	:30	TV	VETS2303	11/30/2020
Veterans Covid19 Spanish	:30	TV	VETS2304	11/30/2020
Veterans Event English (NEW)	:30	TV	VETS2309	11/12/2020
Veterans Overview English	:30	Radio	VETS2305	11/30/2020
Veterans Overview Spanish	:30	Radio	VETS2306	11/30/2020
Veterans Covid19 English	:30	Radio	VETS2307	11/30/2020
Veterans Covid19 Spanish	:30	Radio	VETS2308	11/30/2020
Veterans Event English (NEW)	:30	Radio	VETS2310	11/12/2020