



PUBLIC EDUCATION PROGRAM

What is PEP and what the ABA asks from broadcasters

The Public Education Program (PEP) is the chief revenue stream for a long list of services that support Arizona's broadcasting industry – all maintained by the Arizona Broadcasters Association (ABA).

On a voluntary basis, the ABA asks each over-the-air Arizona TV and radio station to donate a limited number of spots from their monthly ad inventory. The ABA then offers this TV and radio airtime to government agencies and non-profit groups in return for large financial grants they make to the ABA. The spots are used exclusively for messages that qualify as in the public interest, and as a rule, the ABA only partners on campaigns that have no commercial advertising arm.

Without a successful PEP program and your station support, the ABA would struggle to exist.

Where specifically do the PEP funds raised by this program go?

In Arizona, all PEP proceeds support:

- Free legal support of state-wide broadcasting causes and tower maintenance, free hotline for legal questions
- A growing list of training modules and seminars for broadcast sales, journalism, management, etc..
- Discounted FCC inspection programs that protect stations from unexpected fines
- Advocacy with Arizona ad agencies to highlight broadcasting's distinct advantage and encourage buys
- Annual broadcasting career fairs that fulfill FCC/EEO mandates
- Sustaining contributions to legal fights where multiple Arizona broadcasters have a shared interest
- Broadcasting scholarships at all three state universities to develop Arizona's next generation of broadcasters.
- Maintenance for the Arizona AMBER Alert system, and leadership for all EAS needs

What we ask from each broadcaster

1. We do have some inventory targets that we hope your teams can achieve most months, realizing that every spot is valuable to business and appreciative of whatever you can spare:
50 spots/month or more on each owned station (digital channels welcome) + distributed across dayparts
2. The ABA is able to automatically track spot runs for all stations tracked by Nielsen in Phoenix, Tucson and Yuma. For all other stations, please send us a monthly traffic report via email (info@azbroadcasters.org) no later than the 10th day of each month. As an alternative, we can pull traffic reports directly from your electronic invoicing system. If from an EID, here are our ID numbers:
 - TVInvoices.com - 9917557 or TV17557
 - RadioInvoices.com - 9915126 or RI15126
 - Marketron.com - 195048
 - EmediaTrade.com/AdCore Local - EMT12719

Where are the spot assets for each campaign?

All campaign ads and run windows are housed at:

<https://azbroadcasters.org/public-education-program/current-campaigns/>.

We also follow up via email with GMs and Traffic Managers once monthly with all traffic changes.