

ALABAMA BROADCASTERS ASSOCIATION

2180 Parkway Lake Drive – Hoover, AL 35244 • (205) 982-5001 (800) 211-5189 Fax (205) 982-0015

PEP RADIO SUMMARY EFFECTIVE August 18, 2010

Attention Traffic Directors

Here is what Alabama radio stations should be airing for these active PEP sponsors

LEVEL ➤

Army National Guard

CD Title: “Real Life”
Kill date: Until Further Notice

7 Spots titled:

:60 “Storm Chasers” English
:60 “Destination” English
:60 “Parent Talk” English & Spanish
:30 “Dorm” English & Spanish
:30 “Over Coffee” English

Level 1 PEP sponsors should receive fully double the number of spots as Level 2. PEP spots, Issues/Programs forms, and summary can be obtained at the ABA website <http://www.al-ba.com/pepprogram.html>, by emailing cmcgee@al-ba.com or by calling the ABA office.

Best advice for scheduling ABA PEP spots... Write up a TFN order identifying the spot in your traffic system (i.e., ABA-Army Guard Real Life; ABA-State Bar Foreclosure).

Assign it a medium to low priority code. Schedule the spots from 6am to 7pm (if the spot gets bumped it would default to the next BTA or the next day BTA).

LEVEL ➤

Alabama State Bar Assn

CD Title: “Alabama State Bar Assn”
Kill date: Until Further Notice
5 :30 Spots

1 :30 “Advanced Directive” English
1 :30 “Access to Justice” English
3 :30 “Foreclosure” English

DHR

CD Title:
“Adoption-Open Your Heart 0510”
Kill date: Until Further Notice
1 :30 Spot English
1 :60 Spot English

PALS

CD Title:
“PALS” People Against a Littered State
Kill date: October 31, 2010
1 :30 Spot English

NEW SPOT!!

EMA

Tape Title:
“2010 Be Ready Campaign”
Kill date: November 30, 2010
2 :30 Spots English