

ALABAMA BROADCASTERS ASSOCIATION

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PEP TV SUMMARY EFFECTIVE August 18, 2010

Attention Traffic Directors

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

LEVEL ↗

Army National Guard

Tape Title: “Real Life”

Kill date: Until Further Notice

6 Spots titled:

“Storm Chasers” :30 English

“Guard Advantage” :30 English - Spanish

“A Reflection of Honor” :15 & :30 Eng

“Homecoming” :30 Spanish

Level 1 PEP Sponsor 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 cmcggee@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 10pm (if the spot gets bumped it would default to the next BTA or the next day BTA).

LEVEL ↘

Alabama State Bar Assn

Tape Title: “Alabama State Bar Assn”

Kill date: Until Further Notice

5 :30 Spots titled: -

1 :30 “Advanced Directive/Lifeplan” English

3 :30 “Foreclosures” :30 English

1 :30 “Access to Justice” :30 English

DHR

Tape Title:

“Adoption-Open Your Heart 0510”

Kill date: Until Further Notice

2 Total spots 1 :30 Spot English / 1 :60 Spot

Titled: “Adoption/Foster Care 0510-Open Your Hearts”

PALS

Tape 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