

To: Alabama Television and Radio Station Executives
From: Sharon Tinsley, ABA
Subject: New Public Education Partnership (PEP) spots – Alabama Coal Association
Date: October 17, 2008

We have a brand new PEP partner – the Alabama Coal Association. The Association is launching a campaign titled “Alabama’s Energy Source” to remind our population that coal is an important part of our energy production and provides jobs to thousands across the state. Please put this spot into rotation immediately. There is one :30 spot for radio and one :30 spot for TV. The campaign is scheduled to run until April 30, 2009

For the ABA to get credit for your airing we need proof of performance. To help you remember, considering setting these spots up in your Traffic system just like any other paying advertiser. Most stations are already doing that. Then, when you generate your affidavits each month, the ABA spots can become part of your normal routine.

Don’t forget to give the enclosed “**Issues and Programs**” cover sheet to the person responsible for your station’s **Public File**. Airing these PEP spots can be counted in the quarterly report the station is required file with the **FCC**. All you have to do is note your call letters and the date at the top of the cover page and attach copies of your affidavits to it to get credit for this service to your community.

If you have any problem with the spot, please contact Cindi McGee at the ABA immediately. She is at cmcgee@al-ba.com or 800-211-5189. Also, please email Cindi with an updated “ROS” rate. We are using outdated rates for many stations in our reports to PEP clients.

Thank you!!! The PEP program is the primary source of revenue for the ABA. Without it, we cannot provide the services and lobbying efforts that are carried out for radio and TV stations across Alabama each day.

“Alabama’s Energy Source” :30 Kill date April 30, 2009
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