



**OUTREACH OPPORTUNITIES
WITH PEP**
...and why you can't afford to ignore them

OVERVIEW

Public Education Partnership, or PEP, is a unique program offering nonprofits and government agencies statewide marketing opportunities at significantly reduced rates. This document describes how PEP works, who can benefit from it, and how you can take advantage of this amazing program. Here's what you'll find in this paper:

1. So What Exactly is PEP?

How this program came to be and who's behind it.

2. The Broad Reach of Broadcast Media.

Radio and TV have the ability to blanket an entire state and reach *millions*. In fact, research from Nielsen suggests that AM/FM radio and TV can reach more than 500 million people every month.

3. Surprising Value.

PEP takes advantage of unsold airtime, which is not necessarily limited to smaller audience hours. Generally speaking, PEP spots air 7 days a week, across all parts of the day. This means you do not have to buy premium time with the hope of targeting specific time-slots.

4. Are You Eligible?

Beyond being a nonprofit or a government agency, there are some other criteria that need to be met in order to qualify for PEP.

5. How to Start.

If you think you might be ready to move forward, this is the place to begin.



1. So What Exactly is PEP?

PEP messages fall somewhere between paid traditional commercials, and the free advertising of Public Service Announcements (PSAs). As you may be aware, traditional commercials carry substantial fees to buy placement on specific stations during specific times of the day. On the opposite side, PSAs cost nothing, but air voluntarily only on unsold airtime. Because of this, PSAs have a tendency to air during weaker time slots, or on stations with smaller market shares.

Like a PSA, PEP messages also make use of unsold airtime. Unlike a PSA, however, broadcasters receive special incentives to air PEP announcements more aggressively, and not necessarily during times when audience sizes are smaller. First, stations donate their unsold airtime to the Alabama Broadcasters Association (ABA), which provides valued services to broadcasters throughout the state. ABA then makes this unsold airtime available to government agencies and nonprofits - organizations that are not already commercial advertisers - for the purpose of providing assistance with public awareness campaigns relevant in Alabama. Second, through a special arrangement with the Federal Communications Commission, aired PEP announcements are credited toward a station's public service commitments.

Past PEP participants in Alabama include:

- Alabama Army National Guard
- Alabama Bicentennial Committee/Commission
- Alabama Department of Economic and Community Affairs (ADECA)
- Alabama Department of Environmental Management/City of Tuscaloosa
- Alabama Department of Human Resources (DHR)
- Alabama Department of Labor
- Alabama Department of Public Health
- Alabama Department of Tourism
- Alabama Department of Transportation (ALDOT)
- Alabama Emergency Management Agency (AEMA)
- Alabama Housing Finance Authority
- Alabama Law Enforcement Agency (ALEA)
- Alabama State Bar
- Alabama State Department of Education
- Alabama Works
- Copperwing Ad Agency
- Cunningham Group Advertising Agency
- International Crane Foundation
- People Against A Littered State (PALS)
- VOICES for Alabama's Children

Additionally, PEP messages are *managed* like traditional, paid, commercial messages; stations schedule the announcements, air them, and then generate a report indicating the number of messages aired and total value of the airtime. The ABA compiles the station reports and provides the organization sponsoring the ad (you) with a summary report. Within this report, you will find information about the number of announcements aired on each station, and total airtime value you received.

The best part: because PEP messages are given higher priority than PSAs, they typically run across all parts of the broadcast day.

2. The Broad Reach of Broadcast Media

Boards are demanding when it comes to public outreach. Generally speaking, they expect a lot of ground covered in a short amount of time for very little money. To further complicate matters, your targeted audiences have seemingly unlimited choices about where they seek information in today's world. So where should you invest your limited marketing budget? Most likely, you have a strong website, some brochures, and you actively engage in direct mailings, email blasts, social networking, and fundraisers... because you know that when it comes to effective marketing, variety is key. And, certainly, all of those together have the *potential* to reach various members of your target audience.

However, the fact is, despite competition from online content, **radio and TV continue to dominate when it comes to an effective advertising campaign.** A recent study by Turner Broadcasting, Horizon Media, and marketing-analytics company MarketShare found that, when it comes to marketing, TV's advertising effectiveness and reach was "undiminished over the five-year period examined from 2010-2014."¹

Now, add in the fact that, according to a 2015 Nielsen report, radio also continues to enjoy its role with "243 million Americans listening weekly."² Whether providing in-car commuting entertainment, information, or simply adding a soundtrack to our day, the radio is still an essential part of our lives. What does this mean for advertising? Well, according to Nielsen, not only does radio provide access to a mass audience in real-time, it also reaches 90% of nearly every demographic.³

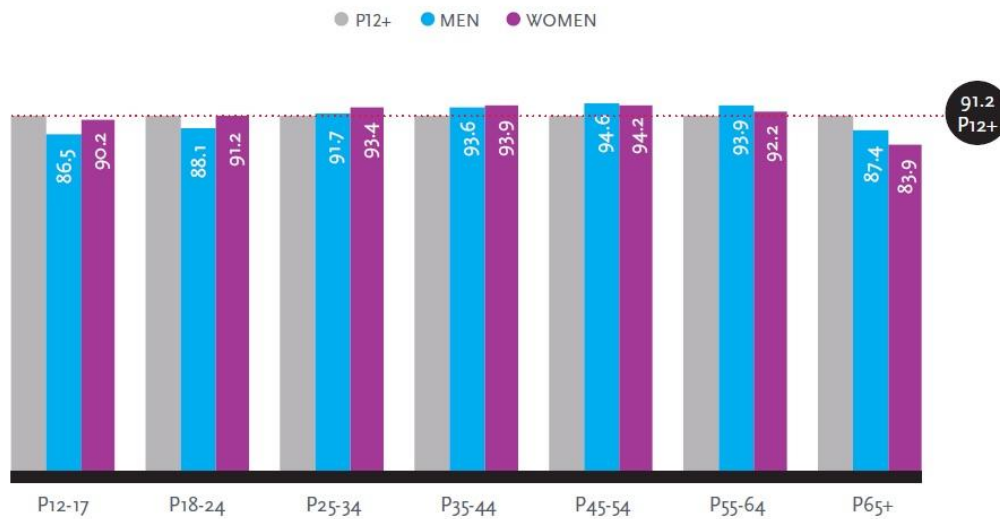
¹MarketShare, *Evaluating TV Effectiveness in a Changed Media Landscape*. June 9, 2015, p. 3, available at MarketShare.com, accessed August 7, 2015.

²<http://www.nielsen.com/us/en/insights/reports/2015/state-of-the-media-audio-today-how-america-listens.html>

³<http://www.nielsen.com/us/en/insights/reports/2015/state-of-the-media-audio-today-how-america-listens.html>

RADIO REACHES 90%+ OF NEARLY EVERY DEMOGRAPHIC

WEEKLY CUME RATING LISTENERS 12+ (M-SU 6AM-MID)



HOW TO READ: These figures represent "Weekly Cume Ratings." For example, more than 94% of Men 45-54 in the United States tuned in to radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The dotted line represents the average of all Americans (12+) who listen to radio at least once during the week (91.2%).

Source: RADAR 123, December 2014; Radio Usage; M-SU 6AM-MID



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Separately, TV and radio offer an impressive marketing reach. **Together, they provide the potential to not only get your message out there, but to get it in front of your target audience with enough repetition to allow the message to sink in and be truly heard by those who need to hear it.**

The bottom line? It's tough to beat the marketing power of TV and radio when it comes to getting a message in front of the maximum number of people. And while you might think a broadcast media campaign is out of your budget, ABA wants you to think again.

3. Surprising Value

One of the best features of PEP is how easy ABA will make it for you to maximize the value you receive. ABA handles all the details of the program, including:

- Distributing your announcements
- Executing start-orders with stations

- Collecting affidavits and other reporting information from individual stations to confirm the airing of your announcements

Multiply Your Media Budget

While there is no guarantee of air times or frequency, PEP promises that for every \$1 you spend, you will receive a *minimum* of \$3 worth of airtime. This is due to the fact that broadcasters make the unused airtime available for PEP messages on a “multiplier” basis. For every \$1 of funding, broadcasters will provide at least \$3 of airtime value.

The ABA asks for a minimum investment of \$ \$25,000 per quarter and a minimum campaign of three months. Campaigns offer you both radio AND television airtime. On average, most PEP participants run a longer campaign throughout their budget year.

On a monthly basis during your campaign, you will receive a Summary of Performance Report from ABA, highlighting all the essential information, including number and total value of your announcements that aired.

If you would like to receive a sample of a Summary of Performance Report, click [here](#).

Get Heard

Although radio and TV stations are swamped with requests for PSAs, they are *incentivized* to air PEP spots in order to support the ABA and services that stations receive from the association. You can be assured your message will be aired. And not just on one station or one channel: ABA will distribute your message to radio and TV stations across the entire state of Alabama. No other marketing program offers this much potential bang for the buck.

Get Help

If desired, the ABA can even assist you with production, at an additional cost, or direct you to reasonably priced, successful production companies. PEP announcements must contain a “tag” identifying the funding source for a PEP campaign. The tag may be visual only for TV content, and the ABA will assist with adding tags if needed.

Additionally, announcements purchased with federal funds must include Closed Captioning. The ABA can also assist with this service.

4. Are you Eligible?

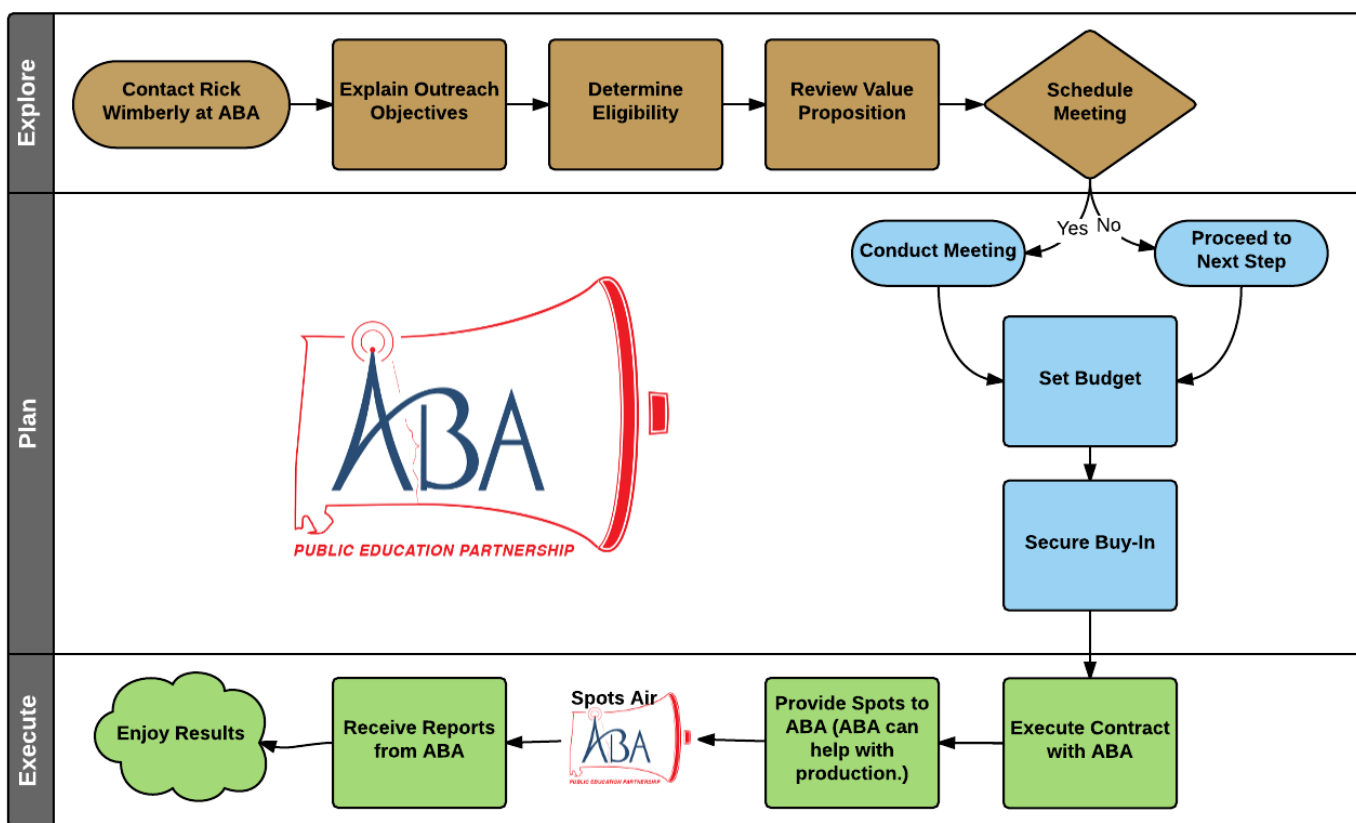
PEP opportunities are only available to qualified nonprofit organizations or government agencies. Since PEP does not target specific geographic areas within the state, your message must be appropriate and relevant for a statewide audience. Ideally, it should contain a public awareness issue, or information that cuts across all demographics. It may not have a legislative agenda.

The PEP program will not compete with ABA member stations for paid advertising and airtime, so companies and organizations with paid broadcast campaigns in place, or planned, are not eligible to participate in PEP.

And, as you might imagine, inventory is limited. Depending on the number of PEP participants at a given time, it is possible you might have to wait for an opening.

5. How to Start.

If you are ready to begin, or even if you would you simply like more information, contact Rick Wimberly at ABA to discuss your outreach objectives and determine eligibility. The chart below provides an overview of the process:



Don't wait. The opportunity to get your message to a statewide audience is not something you can afford to miss. And opportunities are limited. Click [here](#) to send an email to Rick Wimberly today, or see the next page for additional contact information.

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