

ALABAMA BROADCASTERS ASSOCIATION

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PEP RADIO SUMMARY EFFECTIVE February 10, 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

Spots titled:

“Storm Chasers” English :60

“Destination” English :30

“Parent Talk” English & Spanish :60

“Dorm” English & Spanish :30

“Over Coffee” English :30

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.



Thanks for running our “spots”!

LEVEL ↘

Alabama State Bar Assn

CD Title: “Alabama State Bar Assn”

Kill date: Until Further Notice

:30 Spots

One :30 Spot titled:

“Advanced Directive” English

Three :30 Spots titled:

“Foreclosure” English

One :30 Spot titled:

“Access to Justice” English

PLEASE PULL FROM ROTATION!

CD Title: “Alabama EMA/Be Ready”

**“Hurricane Preparedness” With Governor Bob Riley
U.S. Coast Guard “Born”**

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).

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