

# ALABAMA BROADCASTERS ASSOCIATION

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**PEP TV SUMMARY EFFECTIVE February 10, 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 [cmcgee@al-ba.com](mailto:cmcgee@al-ba.com) or by calling the ABA office.

**LEVEL ➤**

### **Alabama State Bar Assn**

**Tape Title: “Alabama State Bar Assn”**

**Kill date: Until Further Notice**

**3 :30 Spots titled: -**

**“Advanced Directive/Lifeplan” English**

**“Foreclosures” :30 English**

**“Access to Justice” :30 English**

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).

### **PLEASE PULL FROM ROTATION!**

**“Alabama EMA/Be Ready”**

**“Hurricane Preparedness”**

**“US Coast Guard-Born”**

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