



NCSA Public Education Program



What is NCSA - PEP?

The Non-Commercial Sustaining Announcement (NCSA) Public Education Program (PEP) is intended to help government agencies and nonprofit organizations deliver their important public interest messages effectively and affordably.

Who uses the PEP program?

The PA Army National Guard uses NCSA-PEP for recruitment and retention purposes, and various Commonwealth Agencies use PEPs to promote transportation and highway safety issues/initiatives, health and human services, emergency awareness and preparedness, economic development, tourism, consumer protection, education and more.

How does the PEP program work?

Radio and television stations donate airtime to the Pennsylvania Association of Broadcasters (PAB). In exchange for funding, the association makes the airtime available to nonprofits and government agencies which don't have a history of buying broadcast advertising time. For every \$1 of investment from your organization, the association projects \$4 of airtime value. In many cases, the return on investment is a 5:1 or 6:1 airtime-to-investment value ratio. This multiplier effect allows access to the market at the lowest possible cost.

How is it different from a PSA?

A public service announcement (PSA) is aired by a station without a monetary commitment, and is therefore aired by the station at its own discretion. PSAs are an effective and useful campaign approach for organizations who do not have access to funding and who rely solely on a station's commitment to community service. PSAs do not hold airtime guarantees.

How much does it cost to air a PEP campaign?

Cost is determined on a case-by-case basis based on two factors: campaign duration and whether the program will use radio, television, or a combination of both. PEP campaigns are often paid through grants, particularly those requiring matching funds - as the program and its returns qualify as such.



NCSA Public Education Program



What is the “ideal” PEP message?

The ideal message is one of importance to a vast majority of people within the state. Those who find PEP campaigns to be most successful are those who have a cause or message that is important to the state as a whole. It is also important that spots not be considered “issue advertising.” The program is intended for public education and awareness across the Commonwealth.

Where and when will PEP spots be aired?

Virtually all commercial radio and TV members of the PAB air NCSA-PEP spots. Specific stations and times cannot be guaranteed, since stations participate voluntarily. However, the PAB works diligently with its membership to ensure effective coverage. PEP spots are placed on a Monday-Sunday, 6 a.m. to 12 midnight rotation.

Why do stations participate?

NCSA-PEP campaign funding enables the PAB to provide services that strengthen the broadcast industry and help stations operate in the public interest. NCSA-PEP revenue helps the PAB to subsidize professional education, FCC required tower inspections, legal assistance, and regulatory compliance programs as well as other member benefits that many stations could otherwise not afford.

What kind of confirmation is received?

The PAB provides PEP sponsors with a summary report of spots aired and a daypart breakout chart of campaign performance - including the time and daypart in which the spots aired, as well as the value that sponsors have received, based on Nielsen Sigma monitoring, member station affidavits, and electronic invoices.

Does the PAB provide resources to create and distribute the spot(s)?

Yes. The PAB can assist with copywriting and production, often at low or no cost. The PAB also distributes all PEP spots, collects station affidavits, and provides a full report at the end of the campaign.

What about digital & social?

Broadcast and digital media go hand-in-hand, complementing each other to a higher degree when used together than when used as a stand alone. PAB is happy to consult and assist with placement of digital and social campaigns alongside an NCSA-PEP campaign as a value-added service.

How do you find out more?

Contact Carter Wyckoff, Vice President, Sales, at the Pennsylvania Association of Broadcasters, via email at cwyckoff@pab.org, or call 717-482-4820.

How is NCSA-PEP different from a PSA request or a Traditional Media buy?

	PSA's	Traditional Buy	NCSA - PEP
Available only to Non-profits and Foundations	★		★
State-wide Coverage on a Minimal Budget	★		★
High-Frequency on a Minimal Budget			★
Can Plan Specific Daypart Buy		★	
Summary of Dates and Times Spots Ran		★	★
Stated Value of Campaign		★	★
Multiplier Effect on Budget Outlay	★		★
1-Stop Shop for Buying, Traffic, and Reporting			★

The stars are aligned! Learn more about NCSA - PEP today!



Participating Stations – Television

Erie

ESEE-DT
WFXP-DT
WICU-DT
WJET-DT
WSEE-DT

Har/Lan/Leb/Yor

EHP-DT
GHP-DT
WGAL-DT
WHP-DT
WHTM TV TV
WPMT TV N

Jtown/Alt/S.Col

WATM-DT
WTAJ-DT
WWCP-DT

Philadelphia

EPHL TV TV
EPVI-DT
GPHL TV TV
WBPH-DT
WCAU-DT
WFMZ-TV
WPHL TV TV
WPVI-DT
WTVE-DT

Pittsburgh

EPXI-DT
PCNC-TV
WPXI-DT
WTAE-DT

WB-Scranton

WBRE-DT
WNEP-DT
WOLF TV TV
WQMY TV TV
WSWB TV TV
WYOU-DT



Participating Stations – Radio

<u>ALTOONA</u> WFBG R AM WVAM R AM WWOT R FM	<u>BURGETTSTOWN</u> WLYI-FM	<u>DU BOIS</u> WCED-AM WIFT-FM-WKFT-FM	<u>HAGERSTOWN MD</u> WAYZ R FM	<u>JENKINTON</u> WPPZ-FM	<u>LEWISBURG</u> WCXR-FM
<u>AMBRIDGE</u> WMBA-AM	<u>CAMBRIDGE SPRINGS</u> WXMJ R FM	<u>ELLWOOD CITY</u> WKPL-FM	<u>HARRISBURG</u> WHKF-FM WHP-AM WRBT-FM WRVV-FM WTKT-AM	<u>JENKINTOWN</u> WPHI-FM	<u>LEWISTOWN</u> WLUI-AM-FM WMRF-FM
<u>BEAVER FALLS</u> WBVP-AM	<u>CENTRE HALL</u> WMAJ R FM WMAJ-FM	<u>EMPORIUM</u> WLEM-AM	<u>HOLLIDAYSBURG</u> WRKY R FM	<u>JERSEY SHORE</u> WJSA-FM	<u>MANCHESTER TOWNSHIP</u> WGLD-AM
<u>BELLEFONTE</u> WZWW-FM	<u>CLARENDON</u> WKNB-FM	<u>Erie</u> WPSE-AM	<u>HOMER CITY</u> WCCS-AM	<u>JOHNSTOWN</u> WNTJ R AM	<u>MANSFIELD</u> WOGA-FM
<u>BELLWOOD</u> WALY R FM	<u>CLARION</u> WCCR-FM WWCH-AM WCPA-AM WQYX-FM	<u>FRANKLIN</u> WHMJ R FM	<u>HUGHESVILLE</u> WRKK-AM	<u>LANCASTER</u> WROZ-FM	<u>MEADVILLE</u> WGYG R FM WMGW R AM
<u>BLAIRSVILLE</u> WLCY-FM	<u>COOPERSTOWN</u> WUJZ R FM	<u>FROSTBURG MD</u> WFRB R AM WFRB R FM	<u>HUNTINGDON</u> WHUN-AM	<u>LANSDALE</u> WNPV-AM	<u>MEDIA</u> WRNB-FM
<u>BOALSBURG</u> WBUS R FM WBUS-FM	<u>COVINGTON</u> WDKC-FM	<u>GETTYSBURG</u> WGET R AM WGTY R FM	<u>INDIANA</u> WDAD-AM WQMU-FM	<u>LAWRENCE PARK</u> WEHP-FM	<u>MERCERSBURG</u> WNUZ R FM
<u>BRADFORD</u> WBRR-FM WESB-AM	<u>CUMBERLAND MD</u> WRQE R FM WTBO R AM	<u>GREENSBURG</u> WHJB-FM	<u>IRWIN</u> WKHB-AM-FM	<u>LEBANON</u> WLBR-AM WQIC-FM	<u>MEXICO</u> WIBF-FM
<u>BROOKVILLE</u> WMKX-FM-WJNG-FM	<u>CURWENSVILLE</u> WOKW-FM	<u>GROVE CITY</u> WWGY R FM	<u>JEANNETTE</u> WKFB-AM-FM	<u>LEHMAN TOWNSHIP</u> WABT-FM	<u>MILFORD</u> WYNY-AM-FM
				<u>LEVITTOWN</u> WBCB-AM	<u>MILL HALL</u> WVRT-FM

Participating Stations – Radio

MILTON

WMLP-AM
WVLY-FM

MOON TOWNSHIP

WOGI-FM

MT. PLEASANT

WKVE-FM

MUNCY

WBZD-FM

NANTICOKE

WFUZ R FM

NEW CASTLE

WJST R AM
WKST R AM

NORTHUMBERLAND

WEGH-FM

OIL CITY

WGYI R FM

OLIVER

WOGG-FM

PHILADELPHIA

KYW-AM
WBEB-FM
WFIL-AM
WIP-FM
WNTP-AM
WUGL-FM
WPHT-AM
WTDY-FM
WXTU-FM

Pittsburgh

WBGG-AM
WDVE-FM
WKST-FM
WWSW-FM
WXDX-FM

PLEASANT GAP

WFEQ-FM

POTTSVILLE

WAVT-FM
WPPA-AM

READING

WEEU-AM
WIOV-AM
WRAW-AM
WRFY-FM

RED LION

WSOX-FM

REYNOLDSVILLE

WDSN-FM

SAEGERTOWN

WUZZ R FM

SALLADASBURG

WBYL-FM

SAYRE

WATS-AM-WAVR-FM

SCRANTON

WARM-AM
WEJL R AM
WEZX R FM

SOUTH WILLIAMSPORT

WZXR-FM

STARVIEW

WONN-FM

STATE COLLEGE

WAPY R FM
WAPY-FM
WBHV-FM
WFGE R FM
WFGE-FM
WQWK R AM
WQWK-AM
WRSC R AM
WRSC-AM

SUNBURY

WKOK-AM
WQKX-FM

SYKESVILLE

WZDB-FM

TUNKHANNOCK

WGMF R AM
WGMF R AM

TYRONE

WTRN-AM-FM

UNION CITY

WCTL-FM

UNIONTOWN

WMBS-AM
WPKL-FM

UNIVERSITY PARK

WOWY-FM

WARREN

WNAE-AM
WRRN-FM

WASHINGTON

WJPA-AM-FM

WAYNESBORO

WBHB R FM
WCBG R AM

WAYNESBURG

WANB-AM-FM

WELLSBORO

WNBT-FM






WILLIAMSPORT

WILQ R FM
WKSJ-FM
WLMY-FM
WRAK-AM
WWPA-AM







YORK

WSBA-AM
YORK Total

PA Trails September 2018 Billing

TV	# Spots per Daypart		%
Morning	205		52%
Afternoon	113		28%
Evening	52		13%
Late Night	27		7%
Time N/A			
Overnight	167		

Total TV	397	<-- Not including Overnight.
-----------------	------------	------------------------------

Radio	# Spots per Daypart		%
Morning	998		33%
Afternoon	1,002		33%
Evening	736		24%
Late Night	307		10%
Time N/A	19		1%
Overnight	137		

Total Radio	3,062	<-- Not including Overnight.
--------------------	--------------	------------------------------

<u>Dayparts</u>	<u>From</u>	<u>To</u>
Morning	5:00 AM	11:59 AM
Afternoon	12:00 PM	5:59 PM
Evening	6:00 PM	10:29 PM
Late Night	10:30 PM	11:59 PM
Overnight	Midnight	4:59 AM



PA Trails

September 2018 Billing

Media	Total Spots by Daypart						Total *	
	Morning 5a-Noon	Afternoon Noon-5:59p	Evening 6p-10:29p	Late Night 10:30-11:59p	Time N/A	Overnight Mid-4:59a	Spots	Value
TV	205	113	52	27		167	397	\$59,550
Radio	998	1,002	736	307	19	137	3,062	\$151,878
Total	1,203	1,115	788	334	19	304	3,459	\$211,428

* Totals do not include 304 spots and \$31,900 in Overnight value.

Total spots aired from 5:00 AM through 11:59 PM:	3,459
Total investment by client:	\$27,500
Total value of airtime:	\$211,428
Media value return on investment (guaranteed 4 to 1):	8 to 1
Average cost per spot:	\$7.95

DMA / Total:	TV - Spots Aired by DMA						Total *
	Morning 5a-Noon	Afternoon Noon-5:59p	Evening 6p-10:29p	Late Night 10:30-11:59p	Time N/A	Overnight Mid-4:59a	Spots
DMA / Total:	205	113	52	27		167	397
Erie, PA	32	22	7	7		2	68
Harrisburg-Lancaster	22	23	12	11		54	68
Johnstown-Altoona-S	7	13	5				25
Philadelphia, PA	28	9	11			24	48
Pittsburgh, PA	18	22	6	2		37	48
Wilkes Barre-Scranto	98	24	11	7		50	140

PA Trails September 2018 Billing

CITY / Total:	Radio - Spots Aired by CITY						Total *
	Morning 5a-Noon	Afternoon Noon-5:59p	Evening 6p-10:29p	Late Night 10:30-11:59p	Time N/A	Overnight Mid-4:59a	Spots
CITY / Total:	998	1,002	736	307	19	137	3,062
ALLENTOWN	3	1	3	3			10
ALTOONA	32	24	17	7			80
AMBRIDGE	4	5					9
APOLLO	9	9	3	1		3	22
BEAVER FALLS	7	5					12
BELLEFONTE	7	5	2	2			16
BELLWOOD	9	4	7	4			24
BLAIRSVILLE	6	4	2			1	12
BROOKVILLE	8	5	4				17
BURGETTSTOWN	5	3	4	1			13
CAMBRIDGE SPRINGS	33	30	21	7			91
CENTRAL CITY	3	3	2	3			11
CHAMBERSBURG	12	13	14	5		38	44
CLEARFIELD	9	19	9	5			42
COVINGTON					15		15
CUMBERLAND MD	10	15	8	8			41
DU BOIS	6	8	8	2			24
EASTON	3	4		1			8
EBENSBURG	2	3	5	2			12
ELLWOOD CITY	3	5	5	2			15
EPHRATA	4	5	7	5			21
ERIE	29	25	16	9		1	79
FRANKLIN	30	32	22	6			90
FROSTBURG MD	11	11	8	7			37
GETTYSBURG	5	7	7	2			21
GREENCASTLE	3	4	6	2		38	15
GREENSBURG	5	6	2	1			14
GROVE CITY	12	6	4				22
HAGERSTOWN MD	1		5	2			8
HANOVER	3	6	1				10

PA Trails September 2018 Billing

CITY / Total:	Radio - Spots Aired by CITY						Total *
	<u>Morning</u> 5a-Noon	<u>Afternoon</u> Noon-5:59p	<u>Evening</u> 6p-10:29p	<u>Late Night</u> 10:30-11:59p	<u>Time N/A</u>	<u>Overnight</u> Mid-4:59a	<u>Spots</u>
CITY / Total:	998	1,002	736	307	19	137	3,062
HARRISBURG	11	11	10	8			40
HERSHEY	9	8	1	2			20
HOLLIDAYSBURG	6	6	10	2			24
HOMER CITY	7	6	2				15
HUGHESVILLE	2	1	4	1			8
HUNTINGDON	3	5	7	1			16
INDIANA	14	14	5	1			34
JENKINTOWN	3		3	4			10
JERSEY SHORE	18	14	13				45
JOHNSTOWN	7	20	18	7			52
LANCASTER	9	3	8	6			26
LANSDALE	14	10	7				31
LATROBE	1	5	1			1	7
LEBANON	13	21	25	3	1	1	63
LEHMAN TOWNSHIP	8	2	12	3		13	25
LEWISTOWN	23	15	14	3			55
MANCHESTER TOWN	6	11	2	1			20
MEADVILLE	64	56	41	15		2	176
MECHANICSBURG	8	5	5	2			20
MEDIA		1	7	5			13
MERCERSBURG	1		5	2			8
MEXICO	8	22	8	12			50
MILFORD	24	42	18	9	3	15	96
MILL HALL	1	3	2	1			7
MILTON	19	19	21	10		1	69
MOON TOWNSHIP	6	5	4	4			19
MUNCY	5	3	4	3			15
NEW CASTLE	8	12	3				23
NEW KENSINGTON	6	2	11	5		4	24
NEW	13	7	8	2			30
NORTHUMBERLAND	3	3	4	1			11

PA Trails September 2018 Billing

Radio - Spots Aired by CITY							Total *
	<u>Morning</u> 5a-Noon	<u>Afternoon</u> Noon-5:59p	<u>Evening</u> 6p-10:29p	<u>Late Night</u> 10:30-11:59p	Time N/A	<u>Overnight</u> Mid-4:59a	<u>Spots</u>
CITY / Total:	998	1,002	736	307	19	137	3,062
OIL CITY	29	29	27	4			89
OLIVER	16	10	10	4			40
PENNSAUKEN NJ	1	4	2	5			12
PHILADELPHIA	29	18	16	13		13	76
PITTSBURGH	13	18	34	14		5	79
PLEASANT GAP	4	2	4	2			12
PORT ALLEGANY	42	22	3				67
PUNXSUTAWNEY	15	12	4				31
READING	9	13	8	5			35
RED LION	8	8	4	3			23
SAEGERTOWN	75	69	42	14			200
SALLADASBURG		1	5	1			7
SAYRE	6	14	6	6			32
SOUTH WILLIAMSPOR	8	6	8	2			24
STARVIEW	9	8	3	2			22
STATE COLLEGE	7	4	3	1			15
SUNBURY	21	22	9	9		1	61
TUNKHANNOCK	6	16	18	2			42
UNIONTOWN	7	8	13	7			35
UNIVERSITY PARK	5	6	1	1			13
WASHINGTON	28	18					46
WAYNESBORO	3	5	7	1			16
WAYNESBURG	18	50					68
WILLIAMSPORT	28	13	18	3			62
YORK	14	24	13	7			58
YORK-HANOVER	3	3	3	1			10

