



NEW PEP SPONSOR ANNOUNCEMENT

DATE: February 24, 2017

TO: General Managers and Station PEP Coordinators – SC Radio Stations

FROM: Margaret Wallace, Executive Director
South Carolina Broadcasters Association

SPONSOR: **SC CALL 811 BEFORE YOU DIG**

FORMAT:

:30 spot – [Call 811 Radio Spot 1](#) Airs - **March 1-August 31, 2017**

:30 spot – [Call 811 Radio Spot 2](#) Airs - **March 1-August 31, 2017**

MESSAGE:

These spot promotes damage prevention of underground infrastructure. SC 811 is dedicated to the education, success and safety of their stakeholders and the public.

LOGGING/SCHEDULE:

PEP spots for South Carolina Broadcasters Association sponsors should be logged as such, so detailed monthly reports can be provided to the SCBA office. Please e-mail your reports and the PEP Affidavit to Paula Thayer at paula@scba.net by the 10th of every month. **All PEP spots should run in the best time periods available (6a-12a, if possible) and as frequently as possible.**

WEBSITE SUPPORT: For all PEP Partners -- Links to spots for download, traffic instructions, and summary report form are also available at

http://scba.net/ncsa_stationparticipation.htm

REPORTING PROCEDURE:

Please see the PEP Monthly Summary attached (produce copies as needed). Each month, the Summary is to be completed with the total number and dollar value of the spots aired. It is preferred that you e-mail signed Summary and supporting documentation to Paula Thayer at paula@scba.net but you can mail them to the address shown below showing dates and times of spots aired:

SCBA
2711 Middleburg Drive
Columbia, SC 29204

Thank you for your support of this campaign. Any questions, call the SCBA office at 803-732-1186.

PEP MONTHLY SUMMARY

The attached documents indicate our use of the SCBA-PEP spots for

_____ SC CALL 811 _____
(PEP partner agency/organization)

For the month of _____, 2017.

Had they been purchased as a commercial buy, the total cost for these spots (based on our current rate card) would have been \$ _____. The total number of spots we ran for the above month was _____.

Signed _____

Station _____

Phone Number (____) _____

Email Address _____

Please return this sheet and supporting documentation by e-mail to paula@scba.net.

Thank you,

Paula Thayer
SCBA
2711 Middleburg Drive, Suite 201
Columbia, SC 29204