



NEW PEP SPONSOR ANNOUNCEMENT

DATE: October 12, 2016

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

FROM: Margaret Wallace, Executive Director
South Carolina Broadcasters Association

SPONSOR: **Partnership for a Drug Free America**

FORMAT:

:30 spot - [NAB PEP SPOTS\DETP0597H Aaron prores 2997.mov](#)
:30 spot - [NAB PEP SPOTS\DETP0599H MontezFamily prores 2997.mov](#)
:30 spot - [NAB PEP SPOTS\DrugFreeKids_AwkwardSilence_DETPO612H_prores.mov](#)
:30 spot - [NAB PEP SPOTS\DrugFreeKids_ReflectionMom_DETP0603H_prores.mov](#)
:30 spot - [NAB PEP SPOTS\PFDFK_Grandpa_30_DETP0605H_prores.mov](#)

All of these spots should air between October 12 and December 31, 2016.

MESSAGE:

This spot promotes the importance of keeping prescription drugs secured and out of reach of children and teens..

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 run the five versions equally. **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 available at http://www.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. You may e-mail signed Summary and supporting documentation showing dates and times of spots aired to paula@scba.net or mail printed copies to:

SCBA
2711 Middleburg Drive, Suite 201
Columbia, SC 29204

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