



## NEW PEP SPONSOR ANNOUNCEMENT

DATE: November 1, 2016  
TO: General Managers and Station PEP Coordinators – SC Radio Stations  
FROM: Margaret Wallace, Executive Director  
South Carolina Broadcasters Association  
SPONSOR: **SC Technical College Systems**

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### FORMAT:

:30 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Advanced 30 06062016 rev1.mp3](#)  
:60 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Advanced 60 06062016 rev1.mp3](#)  
:30 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Automotive 30 06062016 rev1.mp3](#)  
:60 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Automotive 60 06062016 rev1.mp3](#)  
:30 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Cybersecurity 30 06062016.mp3](#)  
:60 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Cybersecurity 60 06062016.mp3](#)  
:30 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Medical 30 06062016.mp3](#)  
:60 spot - [..\SC Technical College Systems 2016 PEP Spots\IMADEITSC Medical 60 06062016.mp3](#)

**All of these spots should air between June 27, 2016 and June 30, 2017.**

### MESSAGE:

This spot promotes the educational value of the SC Technical College System and encourages attendance throughout the State of South Carolina.

### 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 two English versions equally. The Spanish version is to be used if you utilize Spanish spots. **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](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 mail signed Summary and supporting documentation showing dates and times of spots aired 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.**