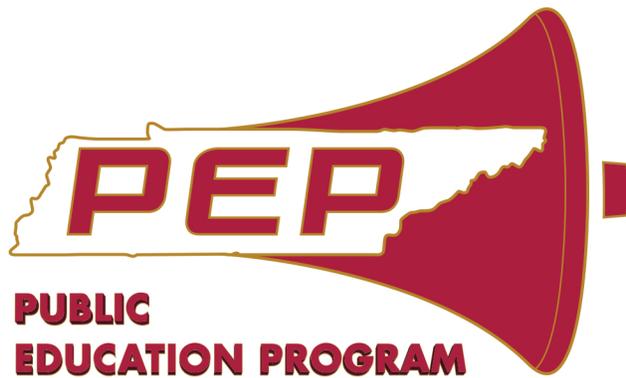


**OUTREACH OPPORTUNITIES WITH PEP**  
*...and why you can't afford to ignore them*



# OVERVIEW

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*Public Education Programming, or PEP, is a unique program offering nonprofits and government agencies statewide advertising opportunities at significantly reduced rates. This white paper describes how PEP works, who can benefit from it, and how to get involved.*

## 1. So What Exactly is PEP?

How this program came to be and who's behind it.

## 2. The Broad Reach of Broadcast Media.

Radio and TV have the ability to blanket a state and reach millions. Even in this day-and-age of online content, radio and TV are still capturing a significant audience.

## 3. Surprising Value.

If you're not paying a premium for specific time-slots, maybe you think you shouldn't bother. You should think again.

## 4. Are You Eligible?

Beyond being a nonprofit or government agencies, there are some other criteria that need to be met in order to qualify for PEP.

## 5. How to Start.

If you're ready to move forward, this is the place to begin.



## 1. So What Exactly is PEP?

A PEP message falls somewhere between the paid-advertising of a traditional commercial, and the free-advertising of a Public Service Announcement (PSA). Traditional commercials carry heavy fees to buy their placement on specific stations during specific times of the day throughout a media campaign. On the opposite end of that, a PSA costs nothing, but will air only on unsold airtime as part of a broadcaster's commitment to public interest and/or community service. Because of this, PSAs do have a tendency to air during weaker time slots, or on stations with smaller market shares that generally have more available time to fill.

Unsold airtime is more available than one might think, and it's not always limited to the weakest audience hours. The goal of PEP is to put this unused airtime to good use in a way that benefits many.

In every state, broadcasters donate their unsold airtime to their state broadcasters' associations. In Tennessee, this airtime is donated to the Tennessee Association of Broadcasters (TAB). TAB then makes the airtime available to government agencies and nonprofits - organizations who are not already commercial advertisers - for the purpose of providing assistance with public awareness campaigns.

### **Past PEP participants in Tennessee include:**

- Army National Guard
- Tennessee Chamber of Commerce
- Tennessee Department of Health
- Tennessee Department of Tourist Development
- Tennessee Emergency Management Agency
- Tennessee Gas Association
- Tennessee Healthcare Association
- Tennessee Housing Development Agency
- Tennessee Stormwater Association
- United States Coast Guard
- United Way

PEP messages are managed like a traditional commercial message. The organization sponsoring the ad receives performance reports including the radio and/or TV stations that ran the messages and total airtime value. Unlike a PSA, which can air at any time, a PEP message is broadcast between 6am and midnight, although specific airtimes are not guaranteed. But generally speaking, PEP spots normally run 7 days a week across all parts of the day. Stations who participate in PEP log the time spots in their traffic systems and generate a report indicating the number of messages aired and the value of the airtime.

## 2. The Broad Reach of Broadcast Media

Boards are demanding when it comes to public outreach. Generally speaking, they expect a lot of ground covered in a short amount of time for very little money. As you already know, your consumers have seemingly unlimited choices about where they seek information and entertainment in today's world. So where should you invest your limited marketing budget? A strong website along with direct mailings, brochures, email blasts, social networking, the occasional fundraiser... you know that in marketing variety is key, and all of these together certainly have the *potential* to reach various members of your target audience.

However, the fact is, despite stiff competition from online content, TV is still powerful when it comes to an effective advertising platform. A recent study by Turner Broadcasting, Horizon Media, and marketing-analytics company MarketShare found that TV's advertising effectiveness and reach when it comes to marketing "appears to be undiminished over the five year period examined from 2010-2014."<sup>1</sup>

Now add in the fact that, according to a 2015 Nielsen report, radio also continues to enjoy its role with "243 million American's listening weekly."<sup>2</sup> Whether providing in-car commuting entertainment, information, or simply adding a soundtrack for our day, the radio is still an essential part of our lives. What does this mean for advertising? Well, according to Nielsen, not only does radio deliver a mass audience in real-time, but radio also reaches 90% of nearly every demographic.<sup>3</sup>

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<sup>1</sup>MarketShare, *Evaluating TV Effectiveness in a Changed Media Landscape*. June 9, 2015, p. 3, available at [MarketShare.com](http://www.marketshare.com), accessed August 7, 2015.

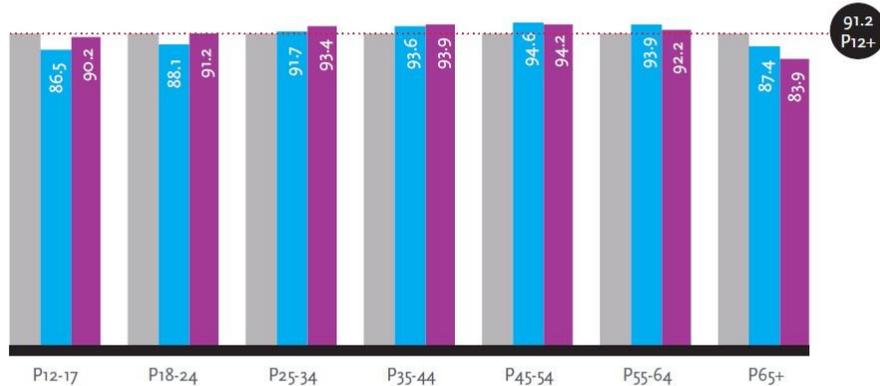
<sup>2</sup> <http://www.nielsen.com/us/en/insights/reports/2015/state-of-the-media-audio-today-how-america-listens.html>

<sup>3</sup> <http://www.nielsen.com/us/en/insights/reports/2015/state-of-the-media-audio-today-how-america-listens.html>

**RADIO REACHES 90%+ OF NEARLY EVERY DEMOGRAPHIC**

WEEKLY CUME RATING  
LISTENERS 12+ (M-SU 6AM-MID)

● P12+ ● MEN ● WOMEN



HOW TO READ: These figures represent "Weekly Cume Ratings." For example, more than 94% of Men 45-54 in the United States tuned in to radio at least once during an average week, between the hours of 6AM and Midnight, Monday through Sunday. The dotted line represents the average of all Americans (12+) who listen to radio at least once during the week (91.2%).

Source: RADAR 123, December 2014; Radio Usage; M-SU 6AM-MID



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Alone, both TV and radio offer an impressive marketing reach. Together, they provide the potential to not only get your message out there, but to get it in front of your target audience with enough repetition to allow the message to finally sink in and be truly heard by those who need to hear it.

The bottom line? It's tough to find a better platform for getting a message in front of the maximum possible number of people. And while you might be thinking that a broadcast media campaign is simply out of your budget, TAB encourages you to think again.

### 3. Surprising Value

One of the best features of PEP is how easy TAB will make it for you to maximize the value you receive. TAB handles all the details of the program, including:

- distributing your commercials
- executing start-orders with stations
- collecting affidavits and other reporting information from individual stations to confirm airing of your commercial
- handling client billing

#### Multiply Your Media Budget

While there is no guarantee of spot times or frequency, PEP promises that for every \$1 you spend, you will receive a *minimum* of \$3 worth of airtime. This is due to the fact that broadcasters make the unused airtime available for PEP messages on a “multiplier” basis. For every \$1 of funding, broadcasters will provide at least \$3 of airtime value. A current PEP participant is nearing the end of a one-year PEP campaign where they spent \$140,000. At the time of this publication, they have documented more than \$687,000 in advertising value, and the ads are still running.

PEP asks for a minimum investment of \$15,000 per month and a minimum campaign of three months. Campaigns can be TV-only, radio-only, or a TV/Radio combination. On average, most PEP participants run a longer campaign throughout their budget year.

Throughout the campaign, a Summary of Performance Report you will receive from TAB will highlight all the essential information, including number and total value of your commercials that aired over a certain period.

## Sample Summary of Performance

Contract Period: April 1, 2013 through August 25, 2014				
Contract Total Amount: \$154,530.00				
Month	# Radio	Total Value	# Television	Total Value
April, 2013	1,650	\$ 45,191.58	304	\$ 17,085.00
May, 2013	1,986	\$ 53,274.58	320	\$ 17,915.00
June, 2013	2,106	\$ 51,411.31	67	\$ 5,112.00
July, 2013	1,916	\$ 46,509.25	78	\$ 5,900.00
August, 2013	2,928	\$ 51,332.78	357	\$ 23,043.91
September, 2013	1,509	\$ 39,025.36	357	\$ 23,043.91
October, 2013	3,600	\$ 101,900.58	824	\$ 46,917.33
November, 2013	2,000	\$ 41,492.41	386	\$ 22,100.00
December, 2013	1,863	\$ 49,488.10	71	\$ 5,010.00
January, 2014	1,388	\$ 32,869.12	60	\$ 4,119.96
February, 2014	1,690	\$ 33,740.53	138	\$ 6,140.00
March, 2014	1,600	\$ 36,330.35	565	\$ 32,366.00
April, 2014	1,590	\$ 38,160.31	74	\$ 14,350.00
May, 2014	1,753	\$ 39,205.75	70	\$ 4,812.00
June, 2014	1,829	\$ 41,192.66	71	\$ 6,928.97
July, 2014	1,533	\$ 35,549.65	169	\$ 13,829.92
August, 2014	1,935	\$ 46,690.50	488	\$ 29,924.98
<b>Totals</b>	<b>32,876</b>	<b>\$ 783,364.82</b>	<b>4,399</b>	<b>\$ 277,998.98</b>
Radio			32,876	\$ 783,364.82
Television			4,399	\$ 277,998.98
<b>Totals</b>			<b>37,275</b>	<b>\$ 1,061,363.80</b>

Contract Period: August 26, 2014 through January, 24, 2015				
Contract Total Amount: \$45,450.00				
Month	# Radio	Total Value	# Television	Total Value
September, 2014	1,915	\$ 41,516.56	377	\$ 23,185.98
October, 2014	1,729	\$ 39,285.61	295	\$ 21,484.96
November, 2014	1,869	\$ 40,628.22	359	\$ 21,110.00
December, 2014	1,853	\$ 39,629.22	554	\$ 41,470.00
January, 2015	1,243	\$ 25,769.12	630	\$ 47,040.00
<b>Totals</b>	<b>8,609</b>	<b>\$ 186,828.73</b>	<b>2,215</b>	<b>\$ 154,290.94</b>
Radio			8,609	\$ 186,828.73
Television			2,215	\$ 154,290.94
<b>Totals</b>			<b>10,824</b>	<b>\$ 341,119.67</b>

Total Contracts (Combined Amount): \$199,980.00				
Total Schedule Performance Value:				
Radio - # of Spots		41,485	\$	970,193.55
Television - # of Spots		6,614	\$	432,289.92
<b>Totals</b>		<b>48,099</b>	<b>\$</b>	<b>1,402,483.47</b>

Contract Period: March 1, 2014 through August 31, 2014				
Contract Total Amount: \$50,000.00				
Month	# Radio	Total Value	# Television	Total Value
March	1,672	\$ 37,340.34	1,529	\$ 82,816.00
April	1,753	\$ 39,764.30	108	\$ 22,750.00
May	1,706	\$ 38,051.05	185	\$ 28,605.00
June	2,106	\$ 45,209.66	97	\$ 9,689.96
July	1,542	\$ 35,429.15	173	\$ 14,900.99
August	2,056	\$ 51,223.00	922	\$ 52,343.70
<b>Totals</b>	<b>10,835</b>	<b>\$ 247,017.50</b>	<b>3,014</b>	<b>\$ 211,105.65</b>
Radio			10,835	\$ 247,017.50
Television			3,014	\$ 211,105.65
<b>Totals</b>			<b>13,849</b>	<b>\$ 458,123.15</b>

Contract Period: November 17, 2014 through March 8, 2015				
Contract Total Amount: \$20,000.00				
Month	# Radio	Total Value		
November	1,207	\$ 22,825.80		
December	1,930	\$ 41,943.00		
January	1,782	\$ 26,022.41		
February	1,673	\$ 31,716.13		
March	1,611	\$ 38,637.66		
<b>Totals</b>	<b>8,203</b>	<b>\$ 161,145.00</b>		
Radio			8,203	\$ 161,145.00
Television			-	\$ -
<b>Totals</b>			<b>8,203</b>	<b>\$ 161,145.00</b>



### Get Heard

Radio and TV stations are swamped with requests for PSAs. They are incentivized to air PEP spots in order to support the TAB and the services the stations receive from the association. You can be assured your message will be aired. And not just on one station or one channel: TAB will distribute your message to radio and TV stations across the entire state of Tennessee. No other marketing program offers this much potential bang for the buck.

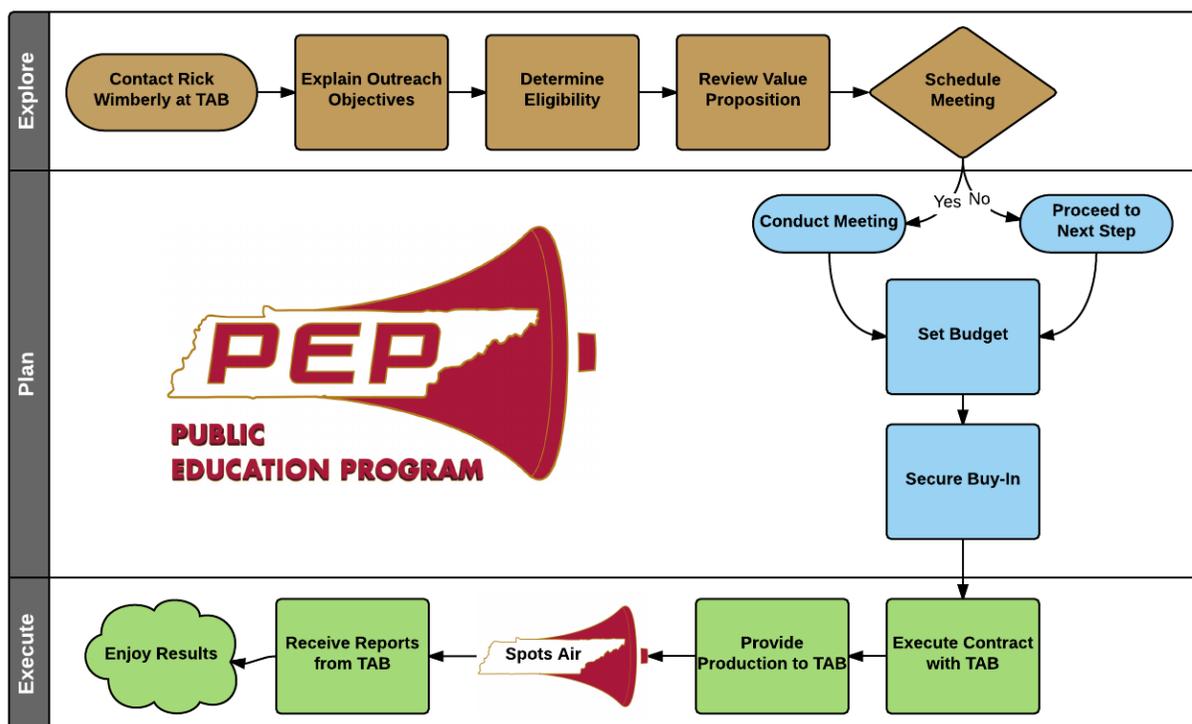
## 4. Are you Eligible?

As stated, PEP opportunities are only available to a qualified nonprofit organization or government agency. Since PEP cannot target specific markets, your message must be appropriate and relevant statewide. Ideally, it should contain a public awareness issue or information that will cut across all demographics. It may not have a legislative agenda.

The PEP program will not compete with TAB member station for paid advertising and airtime, so companies and organizations with multi-media or paid campaigns in place, or planned, are not eligible to participate in PEP.

Obviously, inventory is limited. Depending on the number of PEP participants at a given time, it is possible you might have to wait for an opening. Additionally, commercial production is not covered through the PEP program. Organizations and agencies need to provide their own TV and/or radio commercials, and they must contain an appropriate “tag.” (*Paid for by, or Sponsored by [PEP participant] and aired in cooperation with the Tennessee Association of Broadcasters and this Station.*) The tag may be visual only for TV content, and TAB will assist in adding tags if needed.

## 5. How to Start



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