

Public Education Partnership Program

Helping non-profit and government agencies deliver
their messages effectively and affordably statewide.

LOUISIANA ASSOCIATION OF BROADCASTERS

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PUBLIC EDUCATION PARTNERSHIP (PEP) PROGRAM

The Louisiana Association of Broadcasters (LAB) is a sole source provider of distributing non-commercial sustaining announcements (NCSAs) via radio and television to all markets within the state of Louisiana through its Public Education Partnership (PEP) program.

State agencies and non-profits who have not purchased airtime for a specific message in the past twelve (12) months are eligible to participate in this cost saving program.

Upon deciding to utilize the PEP program, the LAB promotes and distributes the PEP partner's message statewide, providing continuity and communication with its members. Unlike a regular free public service announcement, which may or may not get aired, the LAB's PEP program partners are guaranteed their messages will be played on air. The LAB also collects station affidavits of performance and places them into a summary report that is presented to the PEP partner.

In exchange, the Louisiana Association of Broadcasters is paid for its services by the PEP partner. The association uses the funds raised by the PEP program to provide membership services to the Louisiana radio and television members.





BENEFITS FOR YOUR ORGANIZATION

MULTIPLY YOUR MEDIA BUDGET

Every PEP program multiplies your budget by at least three times-and often much more.

MORE CLOUT WITH RADIO AND TV STATIONS

Radio and television stations are deluged with requests for PSAs. The PEP program makes sure your important message gets airtime.

DOCUMENTABLE RESULTS

Airtime reports are generated quarterly, showing the value of the airtime given to your message and where it aired in the state.

STATEWIDE DISTRIBUTION

Affiliation with Louisiana Association of Broadcasters means your message is distributed to radio and television stations in the entire state.

VARIOUS AIRTIMES

PEP spots normally run seven (7) days a week across all day-parts.

FINITE TIME PERIOD

PEP campaigns have a definite beginning and end date.



Get your word out.



Over the 30+ year lifetime of this program, participating agencies and organizations have recognized the tremendous benefit of having their important messages reach more citizens of Louisiana through this cost-effective method.

How the PEP Program Works

Your organization and LAB enter into a partnership for the purpose of promoting public awareness of your organization.

You provide LAB professionally produced radio and television spots (example: 15-second and / or 30-second), including appropriate sponsor ID tags, in predetermined formats)

LAB distributes the spots provided to radio and television stations throughout Louisiana and actively promotes the voluntary airing and tracking of the spots.

You will receive quarterly affidavits, detailing the frequency of airing and approximate value of all spots aired.

Although no “guarantee” may be given, based on past-performance, your organization may anticipate a minimum of 3 to 1 return on your investment and in most cases more!

Success Stories

Louisiana Army National Guard

Louisiana Office of Tourism

U.S. Coast Guard

Louisiana DOTD

LaFESTE

Louisiana State Licensing Board for Contractors

GOHSEP

Louisiana Department of Insurance

Louisiana Attorney General's Office

Louisiana Wildlife and Fisheries

Louisiana Hospital Association



F.A.Q.

What is the PEP Program?

The Louisiana Association of Broadcasters is the sole source provider for the distribution of both radio and television non-commercial sustaining announcements (NCSA) to all markets within the state of Louisiana through its Public Education Partnership (PEP) Program. An NCSA is a “non-commercial sustaining announcement,” a category of “spot” announcement recognized by the FCC and approved by the IRS.

Who is eligible to participate?

NCSAs are available only to non-profit organizations and state agencies.

What is LAB’s role?

- Distribution of announcements with broadcast instructions to Louisiana radio and television stations.
- Promotion of your organization’s campaign prior to and throughout the term of the campaign.
- Continuity and collection of monthly affidavits of performance to provide a monthly value summary for the PEP partner.

How does LAB benefit from the PEP program?

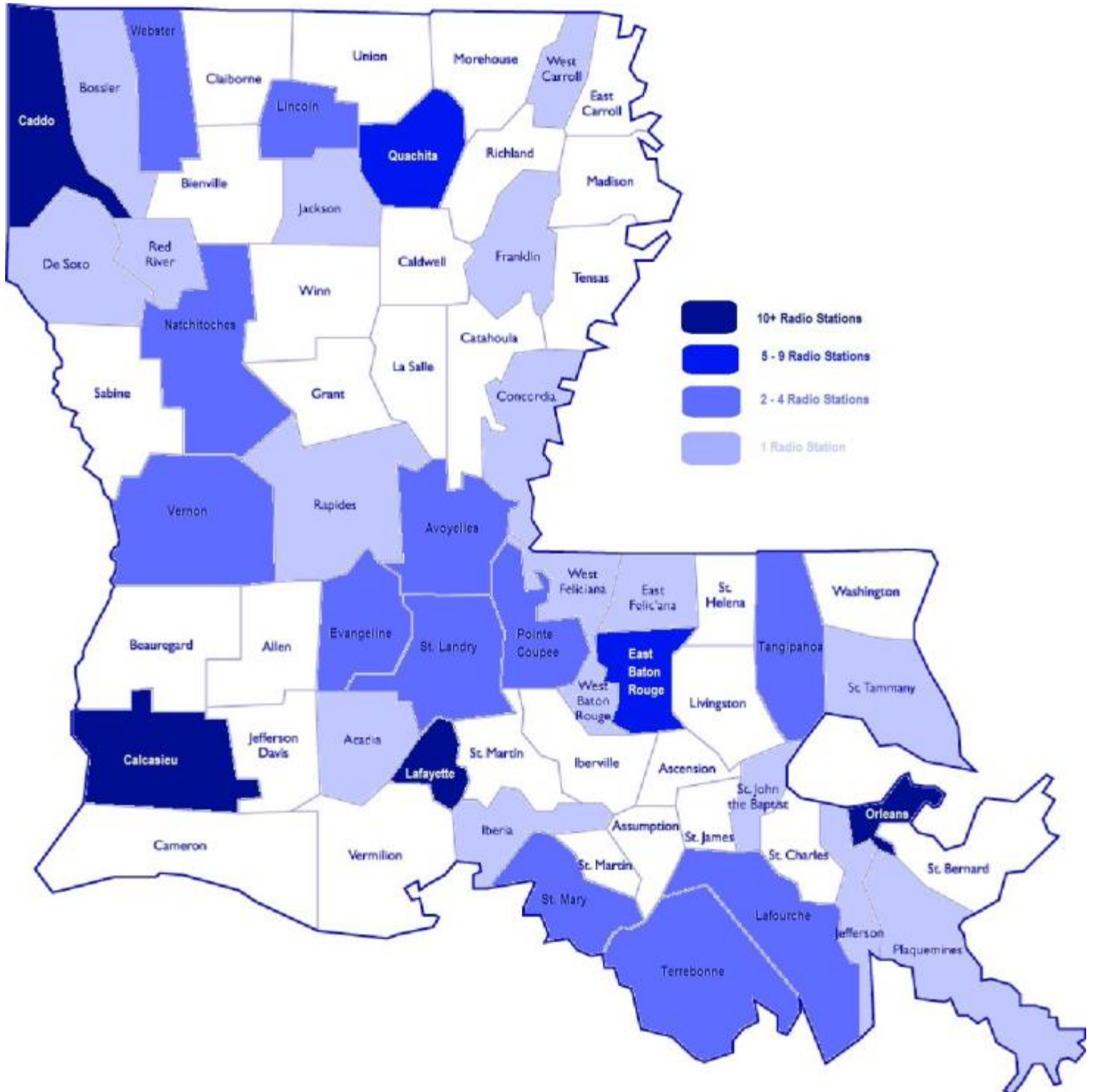
The income that the LAB receives through the PEP program helps the association offer services and programs that help strengthen local broadcasters throughout Louisiana. This is done, for example, by providing high quality, timely professional business and legal advice and other educational seminars.

Restriction:

- Participants must be government agencies or non-profit.
- The PEP Program is not available to organizations that have placed paid radio or television advertising for a specific message within the past (12) months.
- Political candidates and/or elected officials are not allowed to appear, in person, by name or provide voiceovers for any PEP campaign during political windows, as defined by the FCC.
- All NCSAs are required by the FCC to carry a sponsor identifications tag and the Louisiana Association of Broadcasters sponsorship tag must be included on all creative.
- All television NCSAs that are funded (either for production or air) with federal funds must be close captioned
- In an effort to not overload member stations’ inventory, or dilute the effectiveness of the PEP program, a limit is set on the number of campaigns concurrently running during a given period.
- The LAB reserves the right to reject any PEP campaign for any reason.

2022 LAB Member Radio Stations

180+ Stations





2022 LAB Member Television Stations

49+ Stations

