Louisiana Association of Broadcasters

PUBLIC EDUCATION PARTNERSHIP PROGRAM

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

Membership Snapshot

- **170** Radio Stations
- **58** Television Stations
- **74** Associate 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 messages get airtime.

- **Documentable Results** - Airtime reports are generated quarterly, showing the value of the airtime given to your message 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
- Louisiana Workforce Commission
**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 strengthen local broadcasters throughout Louisiana. This is done, for example, by providing high quality, timely professional business and legal advice, educational seminars and many other services.

**Restrictions:**
- 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.
- 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.
Digital Marketing Offerings

Along with the over-the-air broadcasts on up to 170 Louisiana radio stations and 58 television stations, we now have Google Display Network and YouTube Video Ads for our LA-PEP partners.

Not only will broadcasting make Louisianians more aware of your product or service, we can also extend the reach of your campaigns using our discounted digital solution.

This gives your market additional background when considering the benefits of your offering.

How does digital PEP work?

You must spend at least one half of your marketing commitment on our over-the-air broadcasting in the PEP program to be eligible to invest in one or both of the digital offerings.

Google Display Network:

- Reaches 90% of internet users across third party websites, news pages, blogs & Google sites (geo-fenced in Louisiana).
- You can target location, demographics & lifestyle.
- It will use cost-per-thousand.
- All display ads will have links to your TV spots.

YouTube:

- YouTube Video Ads will target by location, demographics & lifestyle.
- With YouTube’s TrueView ad format, you will only pay when the user views the :30 video to completion.
- Viewers can’t skip TrueView in the first 5 seconds, so we produce a 5 second “opener” message in front of the ad to maximize the free impact.

Example: 12-Week Digital Campaign $15,000

Impressions: 9,187,915
Clicks: 5,717
Click Through Rate (CTR): .06%

Information will be broken out by:
- Age
- Day & Time
- Device Used
- Network (Google Display and YouTube Video)

Included in Broadcast LA-PEP program:
- Evaluate broadcast needs.
- Statewide reach.
- Aired on all day-parts.
- Spot placement & traffic instructions.
- Proof of performance monthly or quarterly.
- All at a minimum 3 to 1 ROI.

Included in Digital LA-PEP program:
- Design of the campaign.
- Placement on Google Display Network & YouTube.
- Design of all display ads.
- Monitor & adjust campaign to hit guaranteed targets.
- Provide weekly performance reports throughout the campaign.
- Free production of YouTube :30 and :05 opener ads.

Public Education Partnership (PEP) Program

One-stop marketing for radio, television and digital!
2022 LAB Member Radio Stations
2022 LAB Member Television Stations