

Louisiana Association of Broadcasters

Public Education Partnership Program

*Helping non-profits and government
agencies deliver messages effectively and
affordably statewide*

Public Education Partnership (PEP) Program

The Public Education Partnership (PEP) is an unique alternative to traditional paid advertising designed for nonprofit organization and state government agencies to deliver their public awareness messages effectively and affordably. The LAB is the only organization in the Louisiana that offeres this program.

Radio and TV stations are bombarded with requests for free PSA time that carry non-airtime guarantees. PEP campaigns have clout with these same stations, assuring that your message gets airtime. Our strong member stations support of this voluntary program ensure that your campagin buddget will be multiplied

Get Your Message Out

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

Successful Stories

Louisiana Army National Guard
Louisiana Office of Tourism
U.S. Coast Guard
Louisiana DOTD

LaFESTE
Louisiana State Licensing Borad of Contractors
GOHSEP
Louisiana Department of Justice

Louisiana Attorney General's Office
Louisiana Wildlife and Fisheries
Louisiana Hospital Association
Louisiana Workforce Commission

Membership Snapshot

170 Radio Stations

58 Television Stations

70 Associate Members



Benefits for Your Organization

- **Documented Results:** Every month, your proof or performance report will include the stations, markets, number of messages played by each station, and the total estimated value of that airtime.
- **Broad reach & enhanced targeting:** Your messages will be seen and heard by people of nearly every demographic due to the wide variety of programming and formats offered by the LAB member stations. Your reach is extended as your message airs at different times on different days over the duration of your campaign.
- **Guaranteed ROI:** The LAB guarantees at least an expected 3-1 value, which is generally exceeded. This assured ratio is our only performance metric.
- **Message variety:** Messages can be added and removed throughout your campaign at no additional cost. Message content does not have to be predetermined for the duration of your campaign, giving you the freedom to change your messaging with new information or crucial dates as the campaign progresses. PEP initiatives have a set duration, with the longest being 12 months.

How PEP Works

The Louisiana Association of Broadcasters (LAB) is the 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 program.

Stations contribute airtime to the LAB, which then offers subsidized airtime to non-commercial groups for the exclusive use of transmitting approved educational and informational messages. Except in some cases, PEP does not compete with LAB members for "media buys." **PEP partners are not allowed to have purchased any large TVs or radios in the previous 12 months.**

PEP campaign financing enables the LAB to deliver services that benefit the broadcast sector and, as a result, our local communities, as well as stations that operate in the public interest. PEP funding enables the LAB to fund professional education, regulatory compliance initiatives, scholarships, workshops, student education, and other member advantages that many stations could not otherwise afford.

PEP clients provide LAB with professionally produced radio and television ads (e.g., 15-second and/or 30-second spots) in preset formats, complete with appropriate sponsor ID tags.

To avoid overloading member stations' inventory or diluting the effectiveness of the PEP program, a restriction is placed on the number of campaigns that can run concurrently during a given period. The LAB reserves the right to reject any PEP campaign for any given reason.

PEP Client Criteria

- Participants must be government agencies or non-profit organizations.
- Organizations that have paid for radio or television advertising for a specific message during the previous 12 months are not eligible for the PEP program.
- Political candidates and/or elected officials are not permitted to appear in person, by name, or offer voiceovers for any PEP campaign within the FCC's mandated political windows.
- All NCSAs are required by the FCC to carry a sponsor identification tag.
- All television NCSAs that are funded (either for production or air) with federal funds must be close captioned.

Digital Marketing Offerings

Along with the over-the-air broadcast 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 Louisiana more aware of your products or services, we can also extend the reach of your campaigns using discounted digital solutions.

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

Display Network

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

YouTube

- Youtube Video ads will target by location, demographic, and lifestyle.
- With YouTube's TrueView ad format, you will only pay when the user views the 30-second video to completion.
- Viewers can't skip TrueView videos in the first 5 seconds, so we produce a 5 second "opener" message in front of the ad to maximize free impacts.

Ex: 12-week Digital Campaign \$15,000
Impression: 9,187,915
Clicks: 5,717
Click Through Rate: .06%

Information will be broken down by:

- Age
- Day & Time
- Device Used



Public Education
Partnership (PEP)

One-stop marketing for radio, television and digital

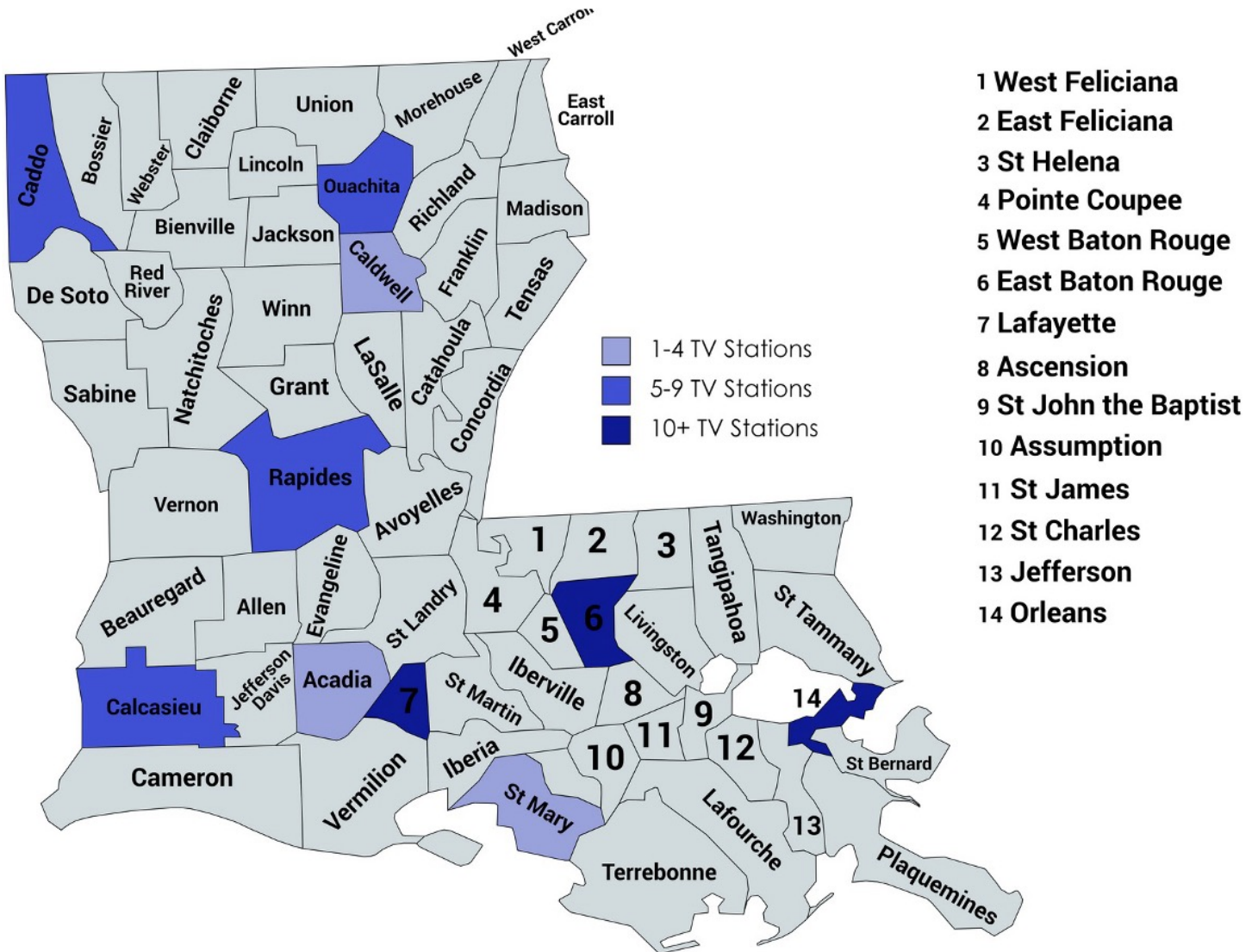
Included in Broadcast LA-PEP program:

- Evaluate broadcast needs
- Statewide reach
- Aired on all day-parts
- Spot placement & traffic instructions
- Proof of performance monthly or quarterly
- All at minimum 3-1 ROI

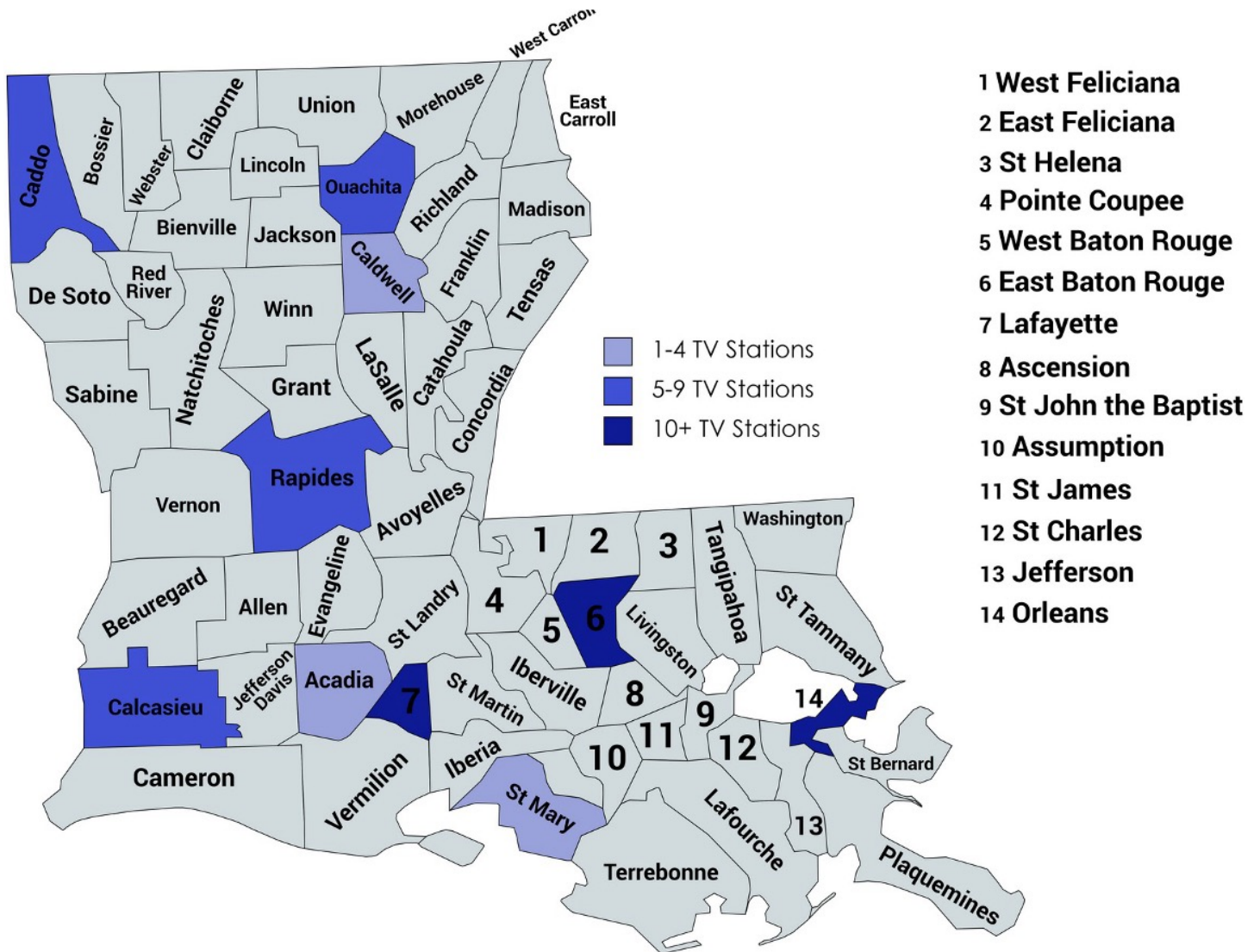
Included in Digital LA-PEP program:

- Coordination of the campaign.
- Placement on Google Display Network & YouTube.
- Monitor & adjust campaign to hit guaranteed targets. Provide weekly performance reports throughout the campaign.

LAB Radio Member Stations



LAB Television Member Stations



@LABroadcasters