

WE HELP NONPROFITS AND GOVERNMENT AGENCIES
DELIVER THEIR MESSAGES EFFECTIVELY AND AFFORDABLY.



**The Non Commercial Sustaining
Announcement/Public Education Program**

provides non-profit organizations and government agencies with a unique opportunity to deliver important educational messages to citizens across a state, region or the country.

Each month, thousands of NCSA/PEP campaign messages are aired on radio and TV stations, educating viewers and listeners in large and small communities,

Qualified campaigns can be aired in individual states or on a regional or nationwide basis. NCSA/PEP programs are operated by every state broadcasters association in the country and the National Alliance of State Broadcasters Associations (NASBA) can help coordinate multi-state or national campaigns.



1. MULTIPLY YOUR MEDIA BUDGET

Every NCSA/PEP program multiplies your budget by at least three times—and it's often much more.



2. MORE CLOUT WITH STATIONS

Radio and TV stations are deluged with requests for PSAs. NCSA/PEP programs make sure your message gets airtime.



3. DOCUMENTABLE RESULTS

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



4. STATEWIDE DISTRIBUTION

Affiliation with your state broadcasters association means your message is distributed to radio and TV stations in the entire state.



5. VARIOUS AIRTIMES

NCSA/PEP spots normally run 7 days a weeks across all dayparts.



6. FINITE TIME PERIOD

NCSA/PEP campaigns have a definite beginning and end date.

Call The Pennsylvania Association of Broadcasters for
information about the Public Education Program: 717.482.4820

Get your word out.

THE PUBLIC EDUCATION PROGRAM
NON-COMMERCIAL SUSTAINING ANNOUNCEMENT PROGRAM