Public Education Program

Helping non-profit and government agencies air their messages on Radio and Television stations statewide effectively and affordably.
Benefits for Your Organization

MULTIPLY YOUR MEDIA BUDGET
Every PEP multiplies your budget by at least 1.5 to 4 times – depending on the length of your agreement – and often much more.

MORE CLOUT WITH RADIO AND TV STATIONS
Radio and TV stations are deluged with more PSA requests than they can possibly air. The PEP guarantees that your message gets airtime.

DOCUMENTABLE RESULTS
Airtime reports are generated quarterly, showing the value of the airtime given to your message and where it aired across Nebraska.

STATEWIDE DISTRIBUTION
Affiliation with the Nebraska Broadcasters Association means your message is distributed to Radio and TV stations in every market in Nebraska, on over 95% of the commercial stations in the state.

VARIOUS AIRTIMES
PEP spots normally run seven days a week across all dayparts.

FINITE TIME PERIOD
PEP campaigns have a definite beginning and end date.

Get your word out!
Program Overview

State agencies and non-profit organizations who have not purchased airtime in Nebraska in the past twelve (12) months are eligible to participate in this cost-saving program.

Upon contracting for the PEP, the NBA promotes and distributes the PEP partner’s message statewide, providing continuity and communication to its members. Unlike regular free PSAs, which do not hold airtime guarantees, the NBA’s PEP partners are guaranteed their messages will air. The NBA also collects station affidavits of performance and provides a quarterly summary report to each PEP partner.

In exchange, the NBA is paid for its services by the PEP partner. The NBA uses the funds raised by the PEP program to provide member services to NBA Radio and TV station members to better support the communities they are licensed to serve.

Program Guidelines

Political candidates and/or elected officials are not allowed to appear in person, by name, or provide voiceovers for any PEP campaigns. Political “Issue” advertising does not qualify for the PEP.

PEP messages must be “educational” in nature and are required by the FCC to carry a sponsor identification tag such as “sponsored by” or “paid for by.” They must also state “this message was broadcast in conjunction with this station and the Nebraska Broadcasters Association.”

All TV messages that are funded either for production or air with federal funds must be closed captioned.

To not dilute the effectiveness of the PEP program or to overload member stations’ inventory, a limited number of campaigns run concurrently during a given period.

The NBA reserves the right to reject any PEP campaign for any reason.
Proven Results

“We've been a PEP partner for 18 years. From spotlighting the importance of education to our children, communities and the state, to providing helpful tips to parents, to encouraging the building of partnerships between schools and communities on behalf of students, the PEP program has allowed the NSEA to share our messages with the public to support and improve quality education in Nebraska. NSEA and its 28,000 members are honored to have partnered with the Nebraska Broadcasters Association in this effort. We appreciate your support!”

Karen Kilgaren, Director of Governmental Relations & Public Affairs
Nebraska State Education Association

“I do the voice work on most of the spots that stations run under our NBA contract. Since, on average, I get one or two comments per week from fellow workers who have heard my voice on one of the NBA spots, I know the spots are getting good air time.”

Mike Wight, Public Information Officer
Nebraska Department of Health and Human Services

“Our advertising agency has a twelve-year PEP relationship with all of the state broadcasters associations. Through the PEP, we obtain year-round TV and Radio exposure for our federal government clients. Broadcast advertising would be very limited without those partnerships.”

Chris Laughlin, President
LM&O Advertising

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