

A NATIONWIDE CAMPAIGN OVERVIEW & ANALYSIS

National Alliance of State Broadcasters' Associations Public Education Campaign

The NCSA/Public Education Program ("PEP") provides nonprofit organizations and government agencies with a unique opportunity to deliver important educational messages and community awareness to citizens across the country. Each month, hundreds of thousands of NCSA/PEP campaign messages are aired on radio and TV stations, educating viewers and listeners in large and small communities, and providing partner organizations with significant returns on their investment. Fulfill your mission by getting your message heard nationwide through its PEP program with a guaranteed 4:1 return in airtime value, and historically an 8:1 as the potential return.

NCSA/PEP CAMPAIGN OPTIONS

ANNUAL CAMPAIGN

Television & Radio Airtime Investment:
\$15,500,000 Government Agency
\$13,500,000 Nonprofit Organization

Minimum Guaranteed Campaign Value
with Match:
\$62,000,000 Government
\$54,000,000 Nonprofit

6-MONTH CAMPAIGN

Television & Radio Airtime Investment:
\$9,200,000 Government Agency
\$7,200,000 Nonprofit Organization

Minimum Guaranteed Campaign Value
with Match:
\$36,800,000 Government Agency
\$28,800,000 Nonprofit Organization

3-MONTH CAMPAIGN

Television & Radio Airtime Investment:
\$5,750,000 Government Agency
\$3,750,000 Nonprofit Organization

Minimum Guaranteed Campaign Value
with Match:
\$23,000,000 Government Agency
\$15,000,000 Nonprofit Organization

YOUR MESSAGE DISTRIBUTED NATIONWIDE – OUR REACH IS POWERFUL

Partnering with the State Broadcast Associations ensures complete nationwide coverage, reaching every market and demographic represented in each state while costing well below traditional broadcast advertising. Airtime reports are generated monthly, showing the value of the detailed summary.

This partnership ensures your message is heard on local TV and radio stations across the United States, guaranteeing to reach a large geographic cross-section of the population. The NCSA/PEP Program will generate mass reach to amplify messaging, while increasing brand recognition across the United States. Brand recognition usually takes time to build. On average, it takes 7 times for someone to see or hear your message to recall or take action.

This program guarantees your message resonates with audiences across the Nation in a very short time period.

Radio and TV stations are deluged with requests for PSAs. NCSA/PEP programs have unique personal relationships with members' stations and make sure that your message gets its airtime. These unique personal relationships also help in any value added or requests from the client.

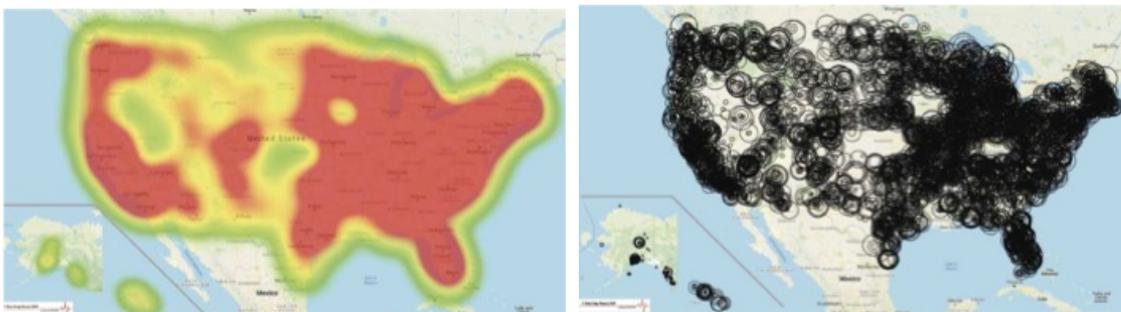
The NCSA/PEP program will be a significant resource to support your organization accelerate its mission. We would be proud to help generate mass reach to ensure your organization meets its goals. Our program provides an opportunity to be consistent in messaging across different platforms at a very high return on investment.

A national campaign may feel out of range, but there is no single entity that can offer - and deliver the return-on-investment NASBA is able to provide.

NASBA can work with-in any budget by providing regional or multi-state, television or radio only, and lower rate of return options.

We are here to help you get your word out!

NASBA PEP STATIONS



**96% of Americans use
Broadcast Radio & TV
Weekly**

4:1 GUARANTEED
RETURN ON
INVESTMENT

8:1 POTENTIAL
RETURN ON
INVESTMENT

PROGRAM GUIDELINES

National Broadcast TV/Radio Public Education

Format:

- English and Spanish
- Broadcast TV and/or Radio

Distribution:

- National Alliance of State Broadcast Associations ("NASBA") distributes spots to members stations across the nation

Production Notes:

- The Client can hire an outside production company to produce spots used for this campaign or work with NASBA for production of spots for additional fee. All spots will be created, reviewed and approved by the Client.

*The public education spots will be sent to each states' member and non-member stations throughout the Nation. The monthly reports will present a summary of metrics performed during the reporting period and will be submitted to the Contract Manager in acceptable formats as determined by NASBA and the Client.

*Spots need to be available no later than two weeks in advance of scheduled distribution, and all television spots aired through the NCSA/PEP Program must be closed-captioned and must have the proper disclaimer for each state.

WHO WE ARE

The National Alliance of State Broadcast Associations ("NASBA") is made up of the State Broadcasters Associations (SBAs) across 50 states and Puerto Rico. SBAs help provide the public with timely and important information on critical issues, while helping state agencies and non-profit organizations save tax dollars on production and distribution of public education campaigns.

The FCC has authorized State Broadcasters Associations exclusively to develop the NCSA/Public Education Partnership program. Member stations generously donate broadcast time as they would for any public education campaign; however, those stations then generate broadcast reports that provide specific information about when the spots aired. PEP programs have been endorsed by state government agencies, non-profit organizations as well as federal agencies.

All states have the opportunity to participate, as well as the stations in each market. The budget for the program is usually allocated by the population of the state, ultimately it is determined by the client.

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