

Role of the NASBA Multi State PEP Committee

All of NASBA would like to find another national campaign similar to the Guard. However, it is not the responsibility of the PEP Committee to find a replacement for the Guard or to be an ongoing prospecting revenue source for each state.

The PEP Committee **coordinates with all** other state broadcast associations (“SBA’s”) to “prospect” for new national and multi state PEP sponsors (“clients”). This is done by receiving referrals and “leads” from other State Association executives. Potential clients can also come from strategizing among all of NASBA as well as members of the committee. All potential leads need to include the following:

- Name of the potential client & proposed message
- Contact name of the client’s decision maker
- Email and phone number of the client

A committee member will make contact and coordinate a meeting. Depending upon the client and their location other SAE’s may be asked to meet and present the program.

The volume of activity that the committee is involved in will be based upon the number of potential “leads” provided by NASBA as well as those generated from the committee.

Reports of activities of the PEP Committee will be made at the two NASBA meetings (SLC & Radio Show) and if necessary via NASBA membership conference calls and emails on the list serve.

Potential clients who directly contact NASBA with inquiries should be directed to the PEP Committee chair and/or Susan Wrons.

Each of the SBA’s independently establishes its own pricing information for participating in national and multi state PEP programs. The SBA’s provide that information to Susan Wrons on a confidential basis in her capacity as the PEP Program administrator for the PEP Committee. For that reason, Susan generally maintains individual pricing information from each SBA based upon a monthly investment with a minimum of a 3 to 1 return. If a client invests in a minimum of a 3-month campaign, then the return goes up to 4 to 1 (note agreement template all states signed). If available, those prices come in three different categories:

1) Radio only 2) Television only 3) Radio & Television combined.

These prices were last updated in 2018. SBA’s are free to send Susan changes in prices anytime. In some instances, SBA’s are sold out, which will be noted on the pricing information list.

When someone inquires, Susan provides pricing information to the client. Susan is prohibited from sharing the pricing information for any individual or group of SBAs with any other SBA or with any member of the PEP Committee.

When inquiries come, only SBA’s that are requested are notified.

All SBA’s need to keep the NASBA website updated with clients that have used or are currently using their individual PEP programs.

The best opportunity for growth in national and multi state PEP programs will probably come from a client who is currently participating in one of the SBA’s PEP programs.

This is a team effort with all 50 states, Washington DC and Puerto Rico’s involvement. The best people to market this program is each of us. We will have a better chance of finding new national or multi state clients if all of us are involved in that search.