

RADIO



West Virginia Broadcasters Association
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Below is a list of the PEP projects currently running. Please make a note of the Destroy date information and pull the spots from your programming accordingly. Spots should be destroyed on the destroy date so that talent agreements are not violated. Please keep all generic spots on file should they be put into circulation again in the future. If you have any questions or find that you are missing any of the spots currently running, please do not hesitate to contact the WVBA at your earliest convenience. We thank you for your participation in the PEP program!

<u>Code</u>	<u>Title</u>	<u>Run Schedule</u>	<u>Destroy Date</u>
<u>WVMI Electronic Health Records</u>			
WVMI-EHR-R-30	Electronic Health Records	:30 Day of Receipt to February 28, 2009	2/28/2009
<u>WVMI Good Advice/Flu</u>			
WVGADIA3-R-30	Good Advice/FLU	:30 Day of Receipt to Dec 31, 2008	12/31/2008
<u>West Virginia Army National Guard</u>			
WV-MyChild-6001	"My Child"/English	:30 :60 Jan-Dec 2008	12/31/2008
WV-MyCourse-6002	"My Course"/English	:30 :60 Jan-Dec 2008	12/31/2008
WV-SquaredAway-6003	"Squared Away"/English	:30 :60 Jan-Dec 2008	12/31/2008
WV-Succeed-6004	"I Want to Succeed"/English	:30 :60 Jan-Dec 2008	12/31/2008
WV-GrownUp-6005	"When I grow Up"/English	:30 :60 Jan-Dec 2008	12/31/2008
WV-Career-6006	"Finding a Career"/English	:30 :60 Jan-Dec 2008	12/31/2008
WV-Born-6007	"I Was Born"/English	:30 :60 Jan-Dec 2008	12/31/2008

PEP Background: PEP is a Public Education Partnership. PEP's are produced in cooperation with a non-profit agency and the WVBA. We ask that stations air these announcements and supply the WVBA with monthly affidavits. Once the WVBA receives the affidavits, a report is generated and mailed to the non-profit agency showing how many PEP's each station aired and the value of those spots had the agency paid for the air time. If you have any changes in your rates, please notify the WVBA as soon as possible so that we may keep our records current. By airing PEP's, your station helps to support the WVBA's scholarship fund, training seminars, annual conventions, and other programs.

Rate Changes: We try as much as possible to stay accurate with the rates quoted from year to year. If you have have changed your rate since January 2007, Please send the WVBA a new ratecard at wvt

Affidavit Submission: THIS IS SO IMPORTANT! Of course the most accurate way of reporting the PEP's to the WVBA is by station affidavit. If that is not possible, we have generic affidavits on our site, wv

Thank You