

Is the WBA's Public Education Program right for you?

Government agencies and non-profit organizations using PEP are diverse in scope. What do they have in common? All needed to reach a broad cross-section of Wisconsinites in the most efficient and cost-effective way... and they did.

The Wisconsin Broadcasters Association (WBA) initiated PEP in 1988. Since then, PEP has been used to promote numerous important services including:

Veterans Trust Fund Awareness

Tourism in Wisconsin

Internet Crimes Awareness

Boater, Hunter & Snowmobile Safety

Clean Air Programs

Endangered Resources

Prescription Drug Disposal

Emergency Preparedness

Methamphetamine Awareness

Infectious Diseases/Sepsis Awareness

Wisconsin Eye Awareness

Propane-Winter Preparedness

Transportation Safety

Wisconsin Army National Guard Recruiting

Recycling

Construction Engineers Helping Veterans

Historic Sites & Arts Promotion

Amber Alert Awareness

The content of PEP campaign spots should be of benefit to the people of Wisconsin. Spots cannot include political messages, defamatory or disparaging materials. The WBA Board of Directors reserves the right to approve all PEP campaigns and topics on a case-by-case basis.

Do you have a mission to educate or create awareness? We can help!

For more information on how YOU can find success through a PEP campaign, please contact Michelle Vetterkind, WBA President & CEO by phone (see numbers below) or by email at mvetterkind@wi-broadcasters.org



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**DO YOU HAVE A PUBLIC EDUCATION MESSAGE
FOR THE STATE OF WISCONSIN?**

**It's A Great Deal...
and a Great Deal More**

The Public Education Program

Broadcast and Social Media opportunities for
Government Agencies and Non-profits



Keeping your education & awareness campaign on target

Wisconsin Broadcasters Association PUBLIC EDUCATION PROGRAM (PEP)

Broadcast and Social Media opportunities for government & nonprofits

FAQs

Everything you need to know to create your PEP campaign

Q. What is the Wisconsin Broadcasters Association?

A. The Wisconsin Broadcasters Association (WBA) is a not-for-profit trade association that has supported the broadcast industry in Wisconsin since 1951. The WBA serves members through legislative advocacy, regulatory compliance and training resources. More than 95 percent of Wisconsin's radio and television stations are WBA members.

Wisconsin radio and television stations are integral to the communities they serve. Wisconsin broadcasters provide great value to the public by educating, informing and entertaining listeners; providing critical information and updates during emergencies; and rallying the community to support those in need.

The WBA's Public Education Program (PEP) provides another way for broadcasters to support their local communities.

Q. What is PEP?

A. The Public Education Program (PEP) is a unique alternative to paid advertising, designed specifically for government agencies and nonprofit organizations seeking to leverage limited marketing dollars for their public outreach efforts. Through the PEP program, these organizations can tap into the strength of local radio and television stations throughout the state to educate Wisconsinites about a particular issue or cause.

There are two components to PEP – a broadcast component that provides airplay of PEP campaign spots on radio and television stations across the state, and a social media component that allows PEP sponsors to broaden the reach of their messages by leveraging the fan base of WBA member stations. Both components deliver a significant return on the investment for PEP sponsors.

The WBA is the only organization in Wisconsin to offer this program to nonprofits and government agencies. We have a sole source waiver with the State of Wisconsin. Every state broadcasters association in the country operates a similar program, and multi-state or national campaigns can be coordinated with individual states or through the National Alliance of State Broadcasters Associations (NASBA).

Station participation in PEP campaigns is voluntary and stations do not receive direct compensation for airing PEP spots. However, there is strong participation by radio and television stations throughout the state, as the WBA uses the sponsorship income from PEP campaigns to underwrite most of the educational and outreach resources provided for our member stations.

Q. What's in it for me?

A. With every PEP campaign you will receive:

Statewide coverage.

Your message is distributed to radio and television stations in Wisconsin which will provide sustained coverage during the campaign. Your PEP spot will be seen or heard by nearly everyone who watches TV or listens to the radio in the state. Additionally, your social media message can be shared with stations' Facebook and Twitter fans.

Documented results.

PEP provides a report of broadcast airplay which details the stations, markets, the number of times spots were aired, and the estimated dollar value of airtime. A summary of social media analytics can also be provided.

400% return on your PEP investment.

With PEP, you multiply your media budget. PEP guarantees a minimum return of \$4 for every \$1 invested. For most campaigns, PEP provides an even greater return, and longer campaigns typically deliver higher returns.

Q. How does the PEP broadcast component work?

A. The WBA distributes a PEP sponsor's spots to participating member stations across the state of Wisconsin. While stations are not required to air the spots, we typically have 175-200 radio stations and most of the major television network affiliates in markets around the state (25-30 stations) participating in the broadcast component of a PEP campaign.

The broadcast component of the PEP program provides:

- Statewide coverage for PEP campaign spots on radio and television stations.
- Airplay of the spots across all days and dayparts during the campaign. Stations are asked to air announcements on the basis of the following dayparts:

Radio:

- 1/3 in drive times (6 a.m. - 10 a.m. and/or 3 p.m. - 7 p.m.)
- 1/3 in daytime (10 a.m. - 3 p.m.)
- 1/3 all other times (7 p.m. - 6 a.m.).

TV:

- 1/3 in prime and prime access time (3 p.m. - 11 p.m.)
- 1/3 in day time (7 a.m. - 3 p.m.)
- 1/3 all other times (11 p.m. - 7 a.m.)

- Multiple spots can be included in the campaign at no additional cost.
- A final report detailing the stations, cities, as well as the number of spots aired by each station in the three day parts mentioned above. The aggregate airtime value and total number of spots will also be provided.
- A minimum return of \$4 for every \$1 invested in the campaign. Depending upon the relevance of the campaign message, the actual return on investment is often higher.

Q. What about the PEP social media component?

A. The social media component of PEP allows sponsors to broaden the reach of their social media messages by leveraging the fan base of WBA member stations. The WBA selects television and radio stations to participate in the social media component of PEP to provide coverage throughout the state of Wisconsin.

Participating stations share a PEP sponsor's message via Facebook and/or Twitter on a weekly basis. The "halo effect" of a trusted source sharing these messages increases engagement and clicks.

The social media component of PEP can provide:

- Facebook – Participating stations share posts on their Facebook pages on a weekly basis. The combined fan base that's estimated for participating stations is approximately 2.4 million people. Actual reach for each post will vary. 
- Twitter – Weekly tweets are shared by participating stations with a combined following of approximately 500,000 people. 
- The estimated value of social media engagement provided through these efforts delivers a minimum return of \$2 for each \$1 invested in the social media component.
- The WBA, through its digital media consultant, can provide strategic consulting and coaching for the development of social media messaging. Additionally, our digital media consultant can boost the posts on station Facebook pages and/or on the PEP sponsor's Facebook page.

Q. Who is eligible?

A. Only nonprofit organizations and government agencies are eligible to sponsor PEP campaigns. PEP is ideal for organizations that have public education messages to share for which they have some promotional budget, but not enough funds to buy statewide coverage on television and radio stations.

A sponsor may not have used paid advertising within the past year for the proposed PEP campaign. PEP campaigns must have statewide relevance and may not be advocacy-related.

Our sponsors typically receive a **minimum of 4-to-1** representing the value of the aired spot for **EACH** dollar compared to the dollar investment.

Q. How much does it cost?

A. The cost of a PEP campaign varies depending on your organization's needs. Campaigns typically run from 3 weeks to 12 months. Please contact the WBA (per below) for current costs.

Q. How do I get started and/or learn more about PEP?

A. Potential PEP sponsors begin the process by submitting a letter of intent with brief background about the organization and the purpose and dates of the campaign.

The WBA coordinates distribution of all PEP spots to stations. A master copy of the spots should be provided by the sponsor at least two weeks in advance of the campaign start date. Sponsors may provide collateral material with the spots, which will also be distributed to stations. Distribution of social media messages will be coordinated through the WBA. Announcements must have a tag line which uses the words "sponsored by..." or "paid for by..." to meet legal ID requirements. TV spots must be closed captioned.

To discuss how a PEP campaign can help your organization broadcast its public education message across Wisconsin, please contact:

Michelle Vetterkind, CAE

President & CEO
Wisconsin Broadcasters Association (WBA)
mvetterkind@wi-broadcasters.org
608.255.2600 or 800.236.1922



The Wisconsin Broadcasters Association is the not-for-profit trade association representing more than 95% of Wisconsin's radio stations and television stations.

The mission of the WBA is to protect, promote and enhance the broadcast industry in Wisconsin.