



**Michigan Association of
Broadcasters**

Public Education Program (PEP)

*Helping non-profit & governmental organizations reach
the public with important information and
educational messages.*

*Providing you with the opportunity for your voice
to be heard statewide AND guaranteeing a
\$3 in-kind match for grant funds!*



partners in public education



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Partnership Proposal



Public Education Partnership Program

The Michigan Association of Broadcasters' (MAB) Public Education Partnership (PEP) program helps non-profit organizations and government agencies bring attention to their issues, services and programs by utilizing the airtime from their 386 member radio and television stations to connect your services with your community.

Unlike a regular free public service announcement, which may or may not get aired, the MAB's PEP program partners are guaranteed their messages will be played on the air. MAB provides its partners with detailed reports including the stations that aired the message, the date and time the messages were aired, along with the estimated value of the airtime.

MAB has agreements with its member stations to donate airtime to be used by the PEP program partners to get their message on the air. MAB provides this service to PEP partners and the result is more airtime for your message. MAB works with potential partners to design a message program that fits your budget and will provide a guaranteed \$3 in-kind match for every \$1 invested—resulting in airtime far beyond what you ever thought you could afford.

PEP gets results!

- PEP provides summary reports and individual station invoices electronically.
- PEP distributes messages in the format best suiting individual stations.
- PEP provides closed-captioning for all television messages.
- PEP provides an in-kind return that has resulted in increased grant funding for some organizations.



Partnership Proposal



Components

Public Education Program (PEP)

The PEP Program includes up to 280+ radio and television stations in Michigan working in partnership with your organization to increase awareness throughout our state. MAB utilizes a number of programs with statewide and regional emphasis. In addition, the relationship between the MAB and your organization increases the positive public affairs coverage that is received through live on-air interviews in news and community affairs programming of your events.

Regional Radio Groups (PPMP)

MAB has the ability to manage messages through PPMP. By utilizing the regional radio groups the MAB can target messages specifically in areas requested. This allows more concentration in smaller regions around Michigan. Regions include: Grand Rapids - up to 22 stations with coverage in this area, Detroit - up to 22 stations with coverage in this area, Upper Peninsula - up to 20 stations with coverage over the entire UP, Southeast - up to 6 stations with coverage in Jackson and Lenawee counties and Southwest - up to 18 stations with coverage in the Battle Creek/Kalamazoo markets.

Spartan Sports Network (TBC)

MAB can manage messages, mentions and presence at Michigan State University Spartan sports broadcast events as applicable.

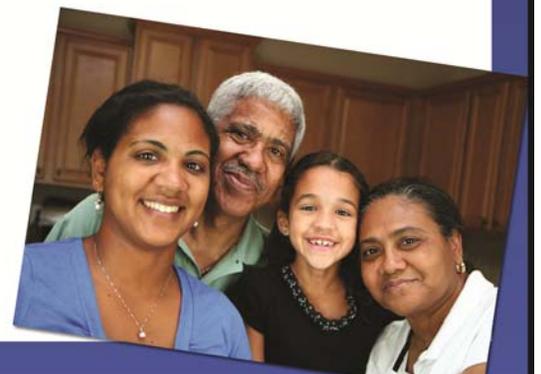
Text Messaging Campaigns

MAB has created a new statewide text messaging campaign. We can assist your organization in creating a push or pull from cell phone users. Delivering content, information, polls, etc. or requesting information to create a database of interested citizens to receive information in the future. Your keyword is 'locked' in and cannot be used by other organizations.
Ask for more details!

General Service Announcement Program (GSA)

The General Service Announcement Program offers your organization's message to 28 public radio and 14 television stations in Michigan. This program is unique, because *no other entity offers thirty second messages airing on public broadcasting stations.*

Michigan public stations donate a bank of messages to the MAB monthly. They are thirty seconds *NOT* ten or twenty second underwriting credits. Television stations schedule a pre-recorded message. Radio stations require a script and announcers produce a live-read announcement for airing. This allows for easy audio changes during different campaigns and targeting specific areas, with no additional cost.



Copy Rules & Restrictions

MAB Production Services Offered

The MAB can arrange for the creation of audio or video messages, duplication of tapes, preparation of airing instructions, distribution to broadcasters, issuing of news-releases, setup of news conferences and television uplinks, and the collection and tabulation of affidavits. MAB will provide the message sponsor with a detailed final report and digital copies of performance affidavits upon completion of the message schedule.

Message Guidelines

- To participate in the MAB PEP Program your organization must be a non-profit or government agency.
- Message sponsor may not air the same message(s) in a commercial buy while participating in any MAB program.
- MAB reserves the right to limit the availability of weeks utilized and number of messages scheduled.
- Message sponsor guarantees that any grants to the MAB will neither impact nor influence any paid advertising schedule now or in the future.

Content

- Commercial entity logos are prohibited without written permission.
- Only single party tie-ins are allowed without the advanced approval of MAB.
- Copy must be non-political and non-controversial.
- All talent/music license fees and clearances are provided by the sponsor unless previously arranged.
- Messages have potential to air on HD radio stations and multi-cast digital television stations, therefore talent clearances are sole responsibility of sponsor.
- All copy must be approved, in writing, by the MAB prior to the schedule airing.
- All NCSA messages must include the following tag:
"Sponsored by the Michigan Association of Broadcasters and <PEP sponsor>".

