



2020 TRAFFIC INSTRUCTIONS

ARMY NATIONAL GUARD Broadcast Materials - ENGLISH For Public Education Partnership & NCSA Program Participants

UPDATE CURRENT CAMPAIGN!

July 10, 2020
Attn: Station Traffic Manager
Re: Army National Guard

We appreciate your assistance in broadcasting this important community-based message. The current statewide recruitment campaign *Live Here—Serve Here* continues to focus on local Army National Guard members' commitment to serving in your state as well as the many personal and professional benefits part-time service offers. Please update this Army National Guard NCSA-PEP campaign in your traffic system.

SPONSOR:	Army National Guard
FLIGHT DATES:	07/10/2020 – 04/30/2021
GUIDELINES:	Please provide affidavits at the end of each month with individual rates or average (ROS) rate. We ask that you <u>KILL</u> any Army National Guard NCSA-PEP commercials that are not listed on these traffic instructions, but may presently be in rotation on your station.
ROTATION:	Rotate all spots evenly
TIME PERIODS:	Between 5:00 a.m. – 12 Midnight (preferred)
AUDIENCE:	All ages
NOTES:	Talent rights for all Army Guard spots are cleared for web streaming/Internet broadcast. We also appreciate airtime on digital sub-channels. TV is closed captioned and Nielsen SPOTTRAC encoded.

2020 ARMY NATIONAL GUARD CAMPAIGN: *LIVE HERE—SERVE HERE*

ENGLISH LANGUAGE RADIO				
Effective 07/10/2020 thru 04/30/2021				
1	Always Ready	:30	ZNGB0096	English
2	COVID-19 Response	:60	ZNGB0101	English
3	COVID-19 Response	:30	ZNGB0102	English
4	Fire Response	:30	ZNGB0065	English
5	Trade Skills	:60	ZNGB0066	English
6	Trade Skills	:30	ZNGB0067	English
7	Serve Close to Home	:60	ZNGB0068	English
8	Serve Close to Home	:30	ZNGB0069	English
9	Giving Back	:60	ZNGB0070	English
10	Giving Back	:30	ZNGB0071	English
11	Guard Lifestyle	:60	ZNGB9053	English
12	Guard Lifestyle	:30	ZNGB9052	English
13	Guard Family	:60	ZNGB9077	English
14	Guard Family	:30	ZNGB9076	English
15	Live Here – Serve Here	:60	ZNGB9075	English
16	Live Here – Serve Here	:30	ZNGB9074	English

ENGLISH LANGUAGE TELEVISION				
Effective 07/10/2020 thru 04/30/2021				
1	COVID-19 Response	:15	ZNGB0098	English
2	COVID-19 Response	:30	ZNGB0097	English
3	Fire Response	:15	ZNGB0051	English
4	Fire Response	:30	ZNGB0050	English
5	Trade Skills	:15	ZNGB0053	English
6	Trade Skills	:30	ZNGB0052	English
7	Serve Close to Home	:15	ZNGB0055	English
8	Serve Close to Home	:30	ZNGB0054	English
9	I Will	:15	ZNGB9048	English
10	I Will	:30	ZNGB9049	English
11	Guard Family	:15	ZNGB9070	English
12	Guard Family	:30	ZNGB9071	English
13	Live Here – Serve Here	:15	ZNGB9068	English
14	Live Here – Serve Here	:30	ZNGB9069	English

Thank you for supporting the Guard's NCSA/PEP Program!