



# 2021-2022 TRAFFIC INSTRUCTIONS

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

### NEW MATERIALS!

November 10, 2021  
Attn: Station Traffic Manager  
Re: Army National Guard

We appreciate your assistance in broadcasting this important community-based message. The current statewide recruitment campaign, *Be More*, focuses on Army National Guard members' roles in local emergency response as well as the many personal, professional, and financial benefits part-time service offers. Please update this Army National Guard NCSA-PEP campaign in your traffic system.

<b>SPONSOR:</b>	Army National Guard
<b>FLIGHT DATES:</b>	<b>11/10/2021 – 04/30/2022</b>
<b>GUIDELINES:</b>	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.
<b>ROTATION:</b>	Rotate all spots evenly
<b>TIME PERIODS:</b>	Between 5:00 a.m. – 12 Midnight (preferred)
<b>AUDIENCE:</b>	All ages
<b>NOTES:</b>	Talent rights for all Army Guard spots are cleared for web streaming/Internet broadcast. We always appreciate airtime on digital sub-channels. TV is closed captioned and Nielsen SPOTTRAC encoded.

### 2021-2022 ARMY NATIONAL GUARD CAMPAIGN: *BE MORE*

ENGLISH LANGUAGE TELEVISION				
Effective 11/10/2021 thru 04/30/2022				
1	Make a Difference-1	:15	ZNGB1059000H	English
2	Make a Difference-1	:30	ZNGB1060000H	English
3	Make a Difference-2	:15	ZNGB1061000H	English
4	Make a Difference-2	:30	ZNGB1062000H	English
5	Make a Difference-3	:15	ZNGB1063000H	English
6	Make a Difference-3	:30	ZNGB1064000H	English
7	Make a Difference-4	:15	ZNGB1065000H	English
8	Make a Difference-4	:30	ZNGB1066000H	English
9	Make a Difference-5	:15	ZNGB1067000H	English
10	Make a Difference-5	:30	ZNGB1068000H	English
11	Be First	:15	ZNGB1069000H	English
12	Be First	:30	ZNGB1070000H	English

ENGLISH LANGUAGE RADIO				
Effective 11/10/2021 thru 04/30/2022				
1	Make a Difference	:30	ZNGB1051000	English
2	Make a Difference	:60	ZNGB1052000	English
3	Be First	:30	ZNGB1057000	English
4	Be First	:60	ZNGB1058000	English

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