



PUBLIC EDUCATION PARTNERSHIP PROGRAM (PEP)

Are you a State agency or non-profit who has a non-political public relations or educational message that would benefit from statewide exposure? Did you know that you could be eligible to participate in the Mississippi Association of Broadcasters' Public Education Partnership (PEP) Program?

**YOU ARE GUARANTEED A FOUR-TO-ONE MEDIA VALUE
ON EVERY DOLLAR INVESTED.**

There is no grant paperwork to complete—
only a one page commitment letter.

WHAT IS THE PEP PROGRAM?

- It is a series of community oriented messages sponsored by a non-profit organization or government agency.
- Messages are broadcast over the air by radio and/or television stations in Mississippi.
- Airtime is donated by stations throughout the state to the MAB.
- Funds raised allow the association to offer services and programs that help strengthen local broadcasters throughout Mississippi.
- The FCC (Federal Communications Commission) sanctions the PEP program.

WHAT IS THE MAB'S ROLE?

- ✓ MAB can provide assistance in the creation of your announcements (may incur added expenses.)
- ✓ MAB will distribute broadcast instructions to radio and television stations throughout the state, giving you access to stations throughout the entire state with one transaction and one distribution point.
- ✓ MAB will promote your campaign prior to and throughout the campaign.
- ✓ MAB will collect monthly affidavits of performance to provide a monthly value summary for the PEP partner.
- ✓ MAB reserves the right to reject any PEP campaign for any reason.

For more information contact Amanda Fontaine:
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