



2019 TRAFFIC INSTRUCTIONS

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

NEW NCSA-PEP MATERIALS!

August 1, 2019
 Attn: Station Traffic Manager
 Re: Army National Guard

We appreciate your assistance in broadcasting this important message. The updated statewide recruitment campaign *Live Here—Serve Here* continues to focus on local Army National Guard members' commitment to community and country as well as the many personal and professional benefits part-time service offers. Two new TV spots and two new radio spots (in bold text below) have been added to this NCSA-PEP campaign.

SPONSOR:	Army National Guard
FLIGHT DATES:	08/01/2019 – 10/31/2019
GUIDELINES:	Please provide affidavits at the end of each month with individual rates or an average (ROS) rate
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 encourage participation from digital sub-channels. TV is closed captioned and Nielsen SPOTTRAC encoded

2019 ARMY NATIONAL GUARD CAMPAIGN: *LIVE HERE—SERVE HERE*

SPANISH LANGUAGE RADIO				
Effective 08/01/2019 through 10/31/2019				
1	I Will	:30	ZNGB9056	Spanish
2	I Will	:60	ZNGB9057	Spanish
3	Guard Lifestyle	:30	ZNGB9062	Spanish
4	Guard Lifestyle	:60	ZNGB9063	Spanish
5	Live Here—Serve Here	:30	ZNGB9078	Spanish
6	Live Here—Serve Here	:60	ZNGB9079	Spanish

SPANISH LANGUAGE TELEVISION				
Effective 08/01/2019 through 10/31/2019				
1	I Will	:15	ZNGB9055	Spanish
2	I Will	:30	ZNGB9054	Spanish
3	Live Here—Serve Here	:15	ZNGB9072	Spanish
4	Live Here—Serve Here	:30	ZNGB9073	Spanish

Please **KILL** any Army National Guard NCSA-PEP commercials that are not listed on these traffic instructions, but may presently be in rotation on your station.

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