



2020 TRAFFIC INSTRUCTIONS

ARMY NATIONAL GUARD Broadcast Materials – SPANISH 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*

SPANISH LANGUAGE RADIO				
Effective 07/10/2020 thru 04/30/2021				
1	COVID-19 Response	:60	ZNGB0103	Spanish
2	COVID-19 Response	:30	ZNGB0104	Spanish
3	Fire Response	:60	ZNGB0072	Spanish
4	Fire Response	:30	ZNGB0073	Spanish
5	Trade Skills	:60	ZNGB0074	Spanish
6	Trade Skills	:30	ZNGB0075	Spanish
7	Serve Close to Home	:60	ZNGB0076	Spanish
8	Serve Close to Home	:30	ZNGB0077	Spanish
9	Giving Back	:60	ZNGB0078	Spanish
10	Giving Back	:30	ZNGB0079	Spanish
11	Guard Lifestyle	:60	ZNGB9063	Spanish
12	Guard Lifestyle	:30	ZNGB9062	Spanish
13	I Will	:60	ZNGB9057	Spanish
14	I Will	:30	ZNGB9056	Spanish
15	Live Here – Serve Here	:60	ZNGB9079	Spanish
16	Live Here – Serve Here	:30	ZNGB9078	Spanish

SPANISH LANGUAGE TELEVISION				
Effective 07/10/2020 thru 04/30/2021				
1	COVID-19 Response	:15	ZNGB0100	Spanish
2	COVID-19 Response	:30	ZNGB0099	Spanish
3	Fire Response	:15	ZNGB0059	Spanish
4	Fire Response	:30	ZNGB0058	Spanish
5	Trade Skills	:15	ZNGB0061	Spanish
6	I Will	:15	ZNGB9055	Spanish
7	I Will	:30	ZNGB9054	Spanish
8	Live Here – Serve Here	:15	ZNGB9072	Spanish
9	Live Here – Serve Here	:30	ZNGB9073	Spanish

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