



# 2019 TRAFFIC INSTRUCTIONS

**ARMY NATIONAL GUARD Broadcast Materials - ENGLISH**  
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. Four new TV spots and four new radio spots (in bold text below) have been added to this NCSA-PEP campaign.

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

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

ENGLISH LANGUAGE RADIO				
Effective 08/01/2019 through 10/31/2019				
1	I Will	:30	ZNGB9050	English
2	I Will	:60	ZNGB9051	English
3	Guard Lifestyle	:30	ZNGB9052	English
4	Guard Lifestyle	:60	ZNGB9053	English
5	<b>Live Here—Serve Here</b>	<b>:30</b>	<b>ZNGB9074</b>	<b>English</b>
6	<b>Live Here—Serve Here</b>	<b>:60</b>	<b>ZNGB9075</b>	<b>English</b>
7	Guard Family	:30	ZNGB9076	English
8	Guard Family	:60	ZNGB9077	English

ENGLISH LANGUAGE TELEVISION				
Effective 08/01/2019 through 10/31/2019				
1	I Will	:15	ZNGB9048	English
2	I Will	:30	ZNGB9049	English
3	<b>Live Here—Serve Here</b>	<b>:15</b>	<b>ZNGB9068</b>	<b>English</b>
4	<b>Live Here—Serve Here</b>	<b>:30</b>	<b>ZNGB9069</b>	<b>English</b>
5	Guard Family	:15	ZNGB9070	English
6	Guard Family	:30	ZNGB9071	English
7				
8				

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!