



Public Education Partnership (PEP) Program

Are you a State agency or non-profit who hasn't purchased airtime for a non-political public relations or educational message that would benefit from statewide exposure in the past twelve (12) months? Did you know you could be eligible to participate in the Mississippi Association of Broadcasters' Public Education Partnership (PEP) Program?

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 support various member programs and services such as the Continuing Education Scholarship Program, free Legal Q&A, training programs and Job Fairs.

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.
- 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.
- The MAB reserves the right to reject any PEP campaign for any reason.

Programs receive a 4:1 guaranteed return on all dollars invested.

For more information, contact Amanda Fontaine at 601.957.9121 or amanda@msbroadcasters.org.