



Eugene Area Radio Stations, a non-profit trade association  
**Public Education Program (PEP) Policy and Application Form**  
Effective July 1, 2015

The Public Education Program (PEP) of the Eugene Area Radio Stations (EARS) trade association is stated below. Applicants requesting to participate in this program subsequent to its effective date must review and agree to this policy.

1. EARS PEP campaigns are authorized by the Federal Communication Commission (FCC) and are available only to non-profit organizations and government agencies. The messages must educate, inform, warn or create awareness.
2. Messages that involve transactional business do not qualify. Transactional messages include those that request the listener to purchase, donate, join – a quid pro quo. Due to FCC regulations, publicly-funded radio stations have some limitations on what messages can be aired.
3. Messages that air in EARS PEP program must be unique to the EARS PEP program and cannot air elsewhere. Content of the messages will be reviewed to determine eligibility. EARS reserves right to approve all PEP campaigns and topics on a case by case basis
4. A limited number of PEP campaigns will be accepted annually.
5. EARS encourages expenditures for commercials that may include a transactional message on EARS member stations, in addition to EARS PEP qualifying campaigns.
6. The intent of the PEP program is to support community goodwill by broadcasting messages that educate, inform, warn or create awareness to accomplish positive will in our community and to create favorable community recognition for EARS and local radio.

**PUBLIC EDUCATIONAL PROGRAM CLIENT APPLICATION**

1. Applicant Organization or Agency: \_\_\_\_\_
  - a. If a non-profit, are you a 501(c)(3)? (circle) YES – NO
  - b. Are you a division of a larger agency or non-profit organization? If so, which organization? \_\_\_\_\_
2. Are you currently advertising or underwriting? (Circle) YES – NO
  - a. What media are you using in Lane County? \_\_\_\_\_  
\_\_\_\_\_
  - b. Outside Lane County? \_\_\_\_\_

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c. Do you plan to continue direct advertising/underwriting, in addition to the EARS PEP Program? (Circle) YES – NO

3. What is the message or goal with the proposed EARS PEP campaign? \_\_\_\_\_

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4. What is the budget amount or how long are you hoping to run your EARS PEP campaign?

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5. Will funding to underwrite your PEP campaign come from a campaign-specific grant or from your operating budget? \_\_\_\_\_

6. Contact Person and Title:

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7. Contact Telephone:

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8. Contact Email:

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9. Contact Office Address:

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“I have read, understood, and agree to the policy as stated above.”

10. Signature and Date:

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APPLICATION ACCEPTED FOR EARS PEP PROGRAM BY:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_