

SMO-PEP Partners in September 2025

1. Missouri Bar Association - Radio & TV "MO BAR"
2. CSC - Radio & TV "CSC"
3. Missouri 811 - Radio "811"
4. MO Department of Mental Health - TV "988"
5. American Foundation for Suicide Prevention - Radio "AFSP"
6. MO Association of Area Agencies on Aging - Radio & TV "MA4"
7. Evolution Festival - Radio "STLUW" through 9.26.25 only
8. Scouting America - Radio & TV "SAGRC"
9. Gateway to Hope - Radio "GTWYHP"
10. Missouri A LOT - Radio "MOALOT"
11. MO Attorney General – Radio & TV "HTHAN" To be available 9/12
12. MO Attorney General – Radio & TV "CPHAN" To be available 9/12
13. MO Attorney General – Radio & TV "SRSHAN" To be available 9/12

RADIO

Missouri Bar Association: Rotate equally **NEW** **MOBR2501** "Juror Thank You", **MOBR2396** "MOLawyersHelp-Katie_radio" and **MOBR2397** "MOLawyersHelp-Reggie_radio" , **Stop Running for Attorney General ads on 9/15 if assigned**

CSC (Community Service Commission): Run 100% **MCSC0255** "Volunteer – Radio", **Stop Running for Attorney General ads on 9/15 if assigned.**

Missouri 811: Rotate equally **MOSD2509** "Driving_With_Eyes_Closed", **MOSD2510** "Dig_Smart_Dig_Safe", **MOSD2511** "Essential_Services", and **MOSD2512** "Safety_Is_In_Your_Hands"

Missouri 811 Spanish: Run 100% **MOSD2516** "Driving_With_Eyes_Closed-Spanish"

American Foundation for Suicide Prevention: Run 100% **AFSP2502** "AFSP_Community_Walks"

Missouri Association of Area Agencies on Aging: Run 100% **AAAA2401** "Healthcare Navigator Program"

NEW Evolution Festival: Run 100% **9/1/25 through 9/26/25 only** **SLUW2501** "A_Evolution_Festival"

NEW Scouting America: Run 100% **SAGR2501** "Great Rivers Council Recruitment"

NEW Gateway to Hope: Run 100% **GTHB2501** "BreastFest"

NEW Missouri A LOT: Run 100% **ALOT2501** "Class Recruitment"

NEW MO Attorney General: Run 100% **starting 9/15/2025** **MAGO2507** "Stop Human Trafficking- Hanaway"

NEW MO Attorney General: Run 100% **starting 9/15/2025** **MAGO2508** "Consumer Protection - Hanaway"

NEW MO Attorney General: Run 100% **starting 9/15/2025** **MAGO2509** "Storm Scams - Hanaway"

TV

CSC (Community Service Commission): Run 100% **MCSC0257** "Volunteer – TV"

Missouri Bar Association: Rotate Equally **MOBR2398** "MOLawyersHelp-Katie_CC" and **MOBR2399** "MOLawyersHelp-Reggie_CC"

Missouri Department of Mental Health: Run 100% **MDMH2408** "988 Explainer General"

Missouri Department of Mental Health – 988 Spanish: Run 100% **MDMH2409** "988 Spanish"

Missouri Association of Area Agencies on Aging: Run 100% **AAAA2402** "Healthcare Navigator Program_CC"

NEW Scouting America: Run 100% **SAGR2501** "Great Rivers Council Recruitment"

NEW MO Attorney General: Run 100% **starting 9/15/2025** **MAGO2507** "Stop Human Trafficking_CC_Hanaway"

NEW MO Attorney General: Run 100% **starting 9/15/2025** **MAGO2508** "Consumer Protection_CC_Hanaway"

NEW MO Attorney General: Run 100% **starting 9/15/2025** **MAGO2509** "Storm Scams_CC_Hanaway"

<http://download.mbaweb.org>