



# Texas Association of Broadcasters

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## NCSA: Non-Commercial Sustaining Announcement

Public Service Opportunities from the Texas Association of Broadcasters

### NCSA Traffic Instructions

November 18, 2011

Attn: General Manager/PSA Coordinator

From: Craig Bean, TAB Public Service Manager

<b>Sponsor</b>	COAST GUARD
<b>Flight Dates</b>	November 15, 2011 – February 14, 2012
<b>Guidelines</b>	Please return <i>signed</i> affidavits to TAB at the end of each month with individual rates or an average (ROS) rate
<b>Time Periods</b>	Between 5:30 a.m. – 12 Midnight (preferred)
<b>Target Audience</b>	17-40 yrs
<b>Encoding</b>	The TV tapes are encoded with closed captioning and Nielsen SIGMA

Radio				Television			
1	The Workout	:60	English	1	The Workout	:30	English
2	The Workout	:30	English	2	The Workout	:15	English
3	The Ride	:60	English	3	The Ride	:30	English
4	The Ride	:30	English	4	The Ride	:15	English
5	Reserve	:60	English	5	The Workout	:30	SPANISH
6	Reserve	:30	English	6			
7	The Workout	:60	SPANISH	7			
8				8			
9				9			
10				10			

### Notes

***This is NEW creative for the Coast Guard!***

**Thank you for supporting TAB's NCSA Program!**