



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

October 9, 2009

Attn: General Manager/PSA Coordinator

From: Craig Bean, TAB Public Service Manager

We appreciate your help getting this important message broadcast across the state.

Sponsor	Coast Guard -- Recruiting
Flight Dates	October 5, 2009 – January 4, 2010
Guidelines	Please return <i>signed</i> affidavits to TAB at the end of each month with individual rates or an average (ROS) rate
Time Periods	Between 5:30 a.m. – 12 Midnight (preferred)
Target Audience	All ages
Encoding	The TV tapes are encoded with closed captioning and Nielsen SIGMA

Radio				Television			
1	Brand-Texas	:60	English	1	Born Ready-Female	:30	English
2	CSPI-Texas	:60	English	2	Born Ready-Female	:30	SPANISH
3	Reserve-Corpus Christi	:60	English	3	Born Ready-Male	:30	English
4	Brand-Texas	:60	SPANISH	4			
5				5			
6				6			
7				7			
8				8			
9				9			
10				10			

Notes

This is a recruiting campaign for the Coast Guard. Viewers and listeners are encouraged to visit www.gocoastguard.com to get more information.

EXPIRED NCSA SCHEDULES YOU CAN STOP AIRING:

Water Conservation from TCEQ (LTC 9/30); Motorcycle Safety from TTI (LTC 9/20).

Thank you for supporting TAB's NCSA Program!