



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

August 26, 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	Hurricane Preparedness – TX Dept. of State Health Services
Flight Dates	September 10 – November 15, 2009
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	My Plan	English	:60	1	My Plan	English	:30
2	My Plan	English	:30	2	My Plan-A	English	:15
3	My Plan	Spanish	:60	3	My Plan-B	English	:15
4	My Plan	Spanish	:30	4	My Plan	Spanish	:30
5				5	My Plan	Spanish	:15
6				6			
7				7			
8				8			
9				9			
10				10			

Notes

This NCSA campaign is to educate Texans to prepare for hurricane season. It directs viewers and listeners to the website www.texasprepares.org for more information.

EXPIRED NCSA SCHEDULES YOU CAN STOP AIRING:

Summer Food Program from the TDA (LTC 8/18); Organ Donation from TDSHS (LTC 8/2) and BeachWatch from the Texas General Land Office (LTC 8/30).

Thank you for supporting TAB's NCSA Program!