



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 (**REVISED NEW CREATIVE**)

June 23, 2011

Attn: General Manager/PSA Coordinator

From: Craig Bean, TAB Public Service Manager

This is a distribution of NEW CREATIVE for the Texas National Guard NCSA campaign.

Sponsor	Texas National Guard
Flight Dates	June 20, 2011 – December 31, 2011
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 First Call Up	:60	Eng	1	Fire Texas	:30	Eng
2	My First Call Up	:30	Eng	2	Fire Texas	:15	Eng
3	Fighting for the Environment	:60	Eng	3	Flood Texas	:30	Eng
4	A Storm to Remember	:60	Eng	4	Flood Texas	:15	Eng
5	A Storm to Remember	:30	Eng	5	Storm Texas	:30	Eng
6	Rising Waters	:60	Eng	6	Storm Texas	:15	Eng
7	A Storm to Remember	:60	Span	7	Fire Texas-A	:30	Span
8	A Storm to Remember	:30	Span	8	Fire Texas-A	:15	Span
9	Rising Waters	:60	Span	9	Flood Texas-A	:30	Span
10	Rising Waters	:30	Span	10	Flood Texas-A	:15	Span

Notes

This is the National Guard's new campaign "Defining Moments" which highlights the importance of the Guard during natural disasters—including those in TEXAS. A copy of the HD television versions is available on DVD (ProRes 4:2:2 file) and will be in a separate mailing.

Thank you for supporting TAB's NCSA Program!