



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!!

April 23, 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	Texas National Guard
Flight Dates	5/1/2009 – 12/31/2009 This creative is effective 5/1 through 12/31/2009
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	Hurricane	:60	English	1	Storm Chasers	:30	English
2	Storm Chasers	:60	English	2	Guard Advantage	:30	English
3	Destination	:60	English	3	A Reflection of Honor-Texas	:30	English
4	Parent Talk	:60	English	4	A Reflection of Honor-Texas	:15	English
5	Dorm	:30	English	5	Homecoming	:30	SPANISH
6	Over Coffee	:30	English	6	Guard Advantage	:30	SPANISH
7	Parent Talk-Spanish	:60	SPANISH	7			
8	Dorm-Spanish	:30	SPANISH	8			
9				9			
10				10			

Notes

Thank you for supporting TAB's NCSA Program!