



Texas Association of Broadcasters

502 E. 11th Street, Suite 200, Austin, Texas 78701
 Phone: (512) 322-9944 • Fax: (512) 322-0522 • www.tab.org

NCSA: Non-Commercial Sustaining Announcement

Public Service Opportunities from the Texas Association of Broadcasters

Date	4/8/08
Attn	General Manager / PSA Coordinator
From	Ann Arnold, President

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

Sponsor	Texas Department of Agriculture—Summer Food Service Program			
Flight Dates	April 14, 2008 – July 13, 2008			
Guidelines	Please return <i>signed</i> affidavits to TAB at the end of each month with individual rates or an average (ROS) rate.			
Radio	English		Spanish	
	Spot Name	Spot Length(s)	Spot Name	Spot Length(s)
	1) Summer Food Service-ENG	:30	2) Summer Food Service-SPAN	:30
Television	English		Spanish	
	Spot Name	Spot Length(s)	Spot Name	Spot Length(s)
	1) Summer Food Service-ENG	:30	2) Summer Food Service-SPAN	:30
Time Periods	Between 5:30 a.m. – 12 Midnight preferred			
Target Audience	All ages			
Traffic Instructions	<u>SUBMASTERING</u> – The TV tapes are encoded with closed captioning and Nielsen SIGMA. Station technicians must allow Lines 21 and 22 of the VBI (vertical blanking) to pass in order to preserve this data.			

This NCSA campaign from the Texas Department of Agriculture, talks about the Summer Food Program which supplies meals to school-age children during the summer when they are not in regular classes.

EXPIRING NCSA CAMPAIGNS:

9-1-1 ends 4/9/08

Emergency Preparedness-Flu ends 4/13/08

TRICARE-Quit Tobacco ends 4/20/08

THANK YOU for supporting TAB's NCSA program!

Questions? Contact TAB's Craig Bean at craig@tab.org or call (512) 322-9944