



Texas Association of Broadcasters

502 E. 11th St., Ste. 200 • Austin, TX • 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

NCSA Traffic Instructions

December 16, 2011

Attn: General Manager/PSA Coordinator

From: Craig Bean, TAB Public Service Manager

Sponsor	Texas State Securities Board – “Investigate Before You Invest”
Flight Dates	<i>December 19, 2011 – June 28, 2012</i>
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	Free Lunch	:60	Eng	1			
2	Friend	:60	Eng	2			
3	Trust	:30	Eng	3			
4	Trust	:30	SPAN	4			
5				5			
6				6			
7				7			
8				8			
9				9			
10				10			

Notes

This is NEW creative for the Texas State Securities Board!

Thank you for supporting TAB’s NCSA Program!