



# Texas Association of Broadcasters

502 E. 11<sup>th</sup> St., Ste. 200 • Austin, TX • 78701  
Phone: (512) 322-9944 • Fax: (512) 322-0522 • [www.tab.org](http://www.tab.org)

## NCSA: Non-Commercial Sustaining Announcement

Public Service Opportunities from the Texas Association of Broadcasters

### NCSA Traffic Instructions

May 2, 2012

Attn: General Manager/PSA Coordinator

From: Craig Bean, TAB Public Service Manager

<b>Sponsor</b>	Texas National Guard
<b>Flight Dates</b>	January 1, 2012 – December 31, 2012
<b>Guidelines</b>	Please return <i>signed</i> affidavits to TAB at the end of each month with individual rates or an average (ROS) rate
<b>Time Periods</b>	Between 5:30 a.m. – 12 Midnight (preferred)
<b>Target Audience</b>	All ages
<b>Encoding</b>	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

Enclosed is a DVD with ProRes 4:2:2 Quick Time files with the full HD format.

**Thank you for supporting TAB's NCSA Program!**