

# SOUTH DAKOTA BROADCASTERS ASSOCIATION

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Website: [www.sdba.org](http://www.sdba.org)

To: South Dakota Radio Station General Managers / PSA Coordinators  
From: Steve Willard, SDBA President  
Date: December 15, 2009  
Re: **RADIO TIME ORDER - 2010 Army National Guard NCSA**

**PLEASE EXTEND THE CURRENT ARMY NATIONAL GUARD NCSA CAMPAIGN THROUGH JUNE 30, 2010.** New materials may possibly arrive in the first quarter of 2010, and we will update you with new traffic instructions at that time. Please follow the schedule below for the SD Army National Guard / NCSA program beginning Jan 1, 2010.

## **2010 SD Army National Guard / NCSA Schedule:**

**Jan 1 through Jun 30, 2010 - Please run a minimum of 5 (five) spots per week on a rotation basis.**

<b>"Natural Disaster / SnowStorm"</b>	<b>:60</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>
<b>"Destination"</b>	<b>:60</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>
<b>"Parent Talk"</b>	<b>:60</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>
<b>"Dorm"</b>	<b>:30</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>
<b>"Over Coffee"</b>	<b>:30</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>

*Two additional spots were prepared to reach an Hispanic audience. You be the judge of the appropriateness of running the spots in your market:*

<b>"Parent Talk – Spanish"</b>	<b>:60</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>
<b>"Dorm – Spanish"</b>	<b>:30</b>	<b>(mp3 attached, and also on CD sent 4/22/09)</b>

The current National Guard radio campaign promotes the National Guard's Role in aiding local communities and the nation. The spots also emphasize the personal and professional benefits unique to service in the National Guard.

Your continued participation in the NCSA program enhances our bargaining ability with the Army National Guard in future projects and keeps their advertising dollars with the South Dakota Broadcasters Association. All radio spots should run in the best time periods available, and any additional spots that you can run would be greatly appreciated. The National Guard appreciates all airtime donated by member stations, but highly values airtime between 5:30am - 12 Midnight.

A call tag has already been included, but feel free to add your station call letters in place of "and this station" in the call tag. Additionally, all National Guard radio spots are approved for web streaming / internet broadcast. You are encouraged to air the Guard spots during your web broadcasts, and on your websites.

ACCOUNTING: If you place this order on your books as a charge, please make sure you also show a credit. Send a performance affidavit at the conclusion of each month and include the number of NCSA's run. Also be sure to note which NCSA program the spots are for on each affidavit.

**Thank you for your cooperation and continued support!**