

SOUTH DAKOTA BROADCASTERS ASSOCIATION

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Website: www.sdba.org

To: South Dakota Television Station General Managers / Traffic Coordinators
From: Steve Willard, SDBA President
Date: December 15, 2009
Re: **TELEVISION 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 6 (six) spots per week on a rotation basis.

"Storm Chasers"	:30	(on Beta Tape sent 4/22/09)
"Guard Advantage"	:30	(on Beta Tape sent 4/22/09)
"A Reflection of Honor"	:30	(on Beta Tape sent 4/22/09)
"A Reflection of Honor"	:15	(on Beta Tape sent 4/22/09)

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

"Homecoming - Spanish"	:30	(on Beta Tape sent 4/22/09)
Guard Advantage - Spanish"	:30	(on Beta Tape sent 4/22/09)

The current National Guard television campaign promotes the Guard's role in aiding local communities and the nation. The campaign also addresses how young adults benefit from the financial assistance and professional experiences unique to service in the 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 television 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. Additionally, all National Guard television 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!