



NEW HAMPSHIRE ASSOCIATION OF BROADCASTERS

What is an NCSA?

The Non-Commercial Sustaining Announcement program, sometimes referred to as a Public Education Program (PEP), is intended to help government agencies and nonprofit organizations deliver their important public interest messages effectively and affordably.

Who uses the NCSA program?

Army National Guard and United States Coast Guard use NCSAs for recruitment advertising. Other agencies use NCSAs to promote transportation and highway safety issues/initiatives, health and human services, emergency awareness and preparedness, economic development, tourism, consumer protection and education and many others.

How does the NCSA program work?

Radio and television stations donate airtime to the New Hampshire Association of Broadcasters (NHAB). In exchange for funding, the association makes the airtime available to nonprofits and government agencies which don't have a history of buying advertising time or space. For every \$1 of funding from your organization, the association guarantees at least \$4 of airtime value. In many cases, the return on investment is a 1:5 or 1:6 funding-to-airtime-value ratio. It's a lot more bang for the buck.

How is it different from a PSA?

A public service announcement (PSA) is aired by a station without a monetary commitment, and is therefore aired by the station at its own discretion—if ever. PSAs are an effective and useful campaign approach for organizations who do not have access to funding and who rely solely on a station's commitment to community service. PSAs do not hold airtime guarantees.

How much does it cost to air an NCSA campaign?

Cost is determined on a case-by-case basis based on two factors: campaign duration and whether you purchase radio, TV or both.

What is the "ideal" NCSA message?

The ideal message is one of importance to a vast majority of people within the state. Those who find NCSA campaigns to be most successful are those who have a cause or message that is important to the state as a whole. It is also important that spots not be considered "issue advertising." In other words, not pushing a political agenda.



Where and when will NCSA spots be aired?

Virtually all members of the NHAB air the NCSA spots. Specific air dates and times cannot be guaranteed, since stations participate voluntarily. However, experience has shown that NCSA spots run for 7 days a week in the various dayparts and return on investment is guaranteed.

Why do stations participate?

Because the NCSA funding enables the NHAB to provide services that strengthen the broadcast industry and help stations operate in the public interest. NCSA revenue helps the NHAB to subsidize professional education, scholarships and internships, regulatory compliance programs and other member benefits that many stations could otherwise not afford.

What kind of confirmation is received?

NCSA sponsors receive affidavits of delivery (or airtime reports) to illustrate the dates, times and stations their spot aired on. Quarterly, the NHAB provides a complete summary of total airtime value that sponsors have received.

Does the New Hampshire Association of Broadcasters provide resources to create and distribute the spot(s)?

Yes. The NHAB has access to copywriters and radio and television production. The NHAB also distributes all NCSA spots.

How do you find out more?

Contact Ed Brouder, Executive Director of the New Hampshire Association of Broadcasters, via email at ed@nhab.org, or call 603-627-9600.



NEW HAMPSHIRE ASSOCIATION OF BROADCASTERS

707 Chestnut Street, Manchester, NH 03104
603-627-9600, www.nhab.org