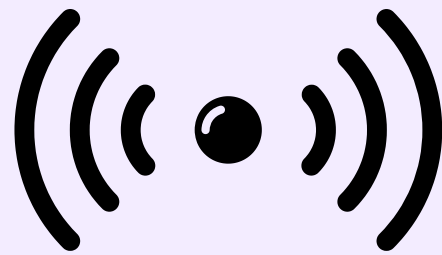


# NON-COMMERCIAL SUSTAINING ANNOUNCEMENTS

## What is an NCSA?



A Non-Commercial Sustaining Announcement (NCSA) is intended to help government agencies and non-profit organizations deliver their important public interest message effectively and affordably.

## 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, often not aired at all. An NCSA is guaranteed.

## Who uses the NCSA program?

**ON AIR**

Many government agencies and NH based non-profits use NCSA to promote safety issues, health and wellness initiatives, emergency awareness, or for economic development, consumer protection, and education outreach



## How does the NCSA program work?

Radio and television stations donate airtime to the NHAB. In exchange for funding, the association makes the airtime available to non-profits and government agencies which don't have a history of buying broadcast advertising over the last twelve months. For every \$1,000 invested, the association guarantees at least \$4,000 of airtime value. In most cases, the return is even higher. It's a great deal!

## What is the "ideal" NCSA message?

The ideal message is one of importance to a vast majority of people within New Hampshire. 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.

## How much does an NCSA cost?



Cost is determined on a case-by-case basis. NCSAs are often paid through grant funding, particularly those requiring matching funds. With the NHAB's 4:1 guarantee, your investment will go a long way.

## Where and when will NCSA spots air?

Virtually every NH radio station North to South, East to West, including Manchester, Concord, Portsmouth, Keene, and Conway air our messages. Television is possible, too! While specific stations and times cannot be guaranteed, the NHAB has decades of history with NCSA and can reasonably estimate which stations will air the campaigns. NCSA spots are placed Monday - Sunday, 5 a.m. to 12 midnight.

## Why do stations participate?

Because NCSA campaign 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, regulatory compliance programs, and other member benefits that many stations could otherwise not carry out or afford.

## How can I learn more?



**Contact NHAB Executive Director, Tracy Caruso by calling 603-232-0277 or email [tracy@nhab.org](mailto:tracy@nhab.org).**

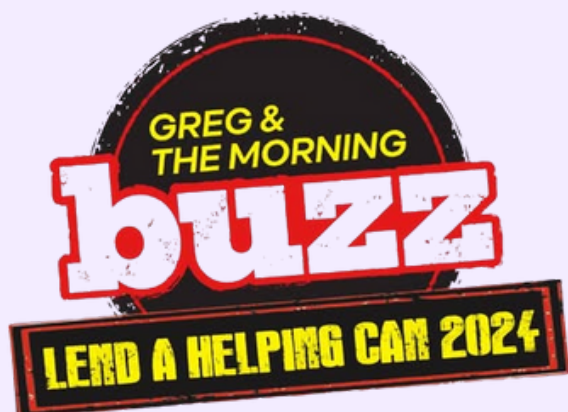
**Visit the NHAB online at [www.nhab.org](http://www.nhab.org)**

## Who has benefited from this great program?

- NH Homeland Security
- NH Secretary of state
- NH Health and Human Services
- NH Dept of Safety and Transportation
- NH Army National Guard
- EasterSeals NH
- Wellsense
- Welcome Families
- NH Children's Trust
- Early Learning NH
- NH Optometric Association
- NH Community Behavioral health
- Drug Free NH
- NH Dept of Environmental Services
- NH Dept of Corrections
- NH Hunger Solutions
- No Safe Experience (NH DoS)
- Granite State Independent Living
- Volunteer NH
- National Marine Trade Association



50+ radio stations participate each month including:



## LEARN MORE:



Contact NHAB Executive Director, Tracy Caruso by calling 603-232-0277 or email [tracy@nhab.org](mailto:tracy@nhab.org).

Visit the NHAB online at [www.nhab.org](http://www.nhab.org)