



**NCSA PLACEMENT ORDER
January thru March, 2017**

TO: NCSA Coordinators - Television
FROM: Connie Searles
RE: NCSA Television Clients for 1st Quarter, 2017

NCSA funds are very important in our efforts to keep your stations healthy. The key to our continuing an effective NCSA program is YOUR reporting back to us the use of our NCSA's. They are an essential component in the financial health of your professional organization.

We have four NCSA clients for the 1st quarter, 2017. They are:

- **“Be The Parent” – ID office on Drug Policy.**
You should have these spots – “Be The Parent-Skate” and “Be The Parent-Basketball” Please run in 50/50 rotation through March. If you need the spots, please let me know
- **State Board of Education**
Two Spots “I’m Ready” and “Next Steps Accepted” to run in 50/50 rotation. You have these spots – please continue running in 50/50 rotation. If you don’t have them, please let me know.
- **Idaho Department of Transportation**
The Department of Transportation will run a variety of spots during 2017. The first flight to run during the winter months is “Prepare – Be Aware” You will receive a link to download this spot shortly. Additional spots will be made available to you when they are received.
- **Idaho Commission for Libraries**
“Talking Books” will run for the first quarter, 2017. You will also receive a link to this spot.

Please return your affidavits monthly.

Once again thank you for your past participation and we look forward to your continuing use of these message

State Board of Education	January thru March, 2017
“Be The Parent” ID Office on Drug Policy	January thru March, 2017
Idaho Commission for Libraries	January thru March, 2017
Idaho Transportation Department	January thru December, 2017

Frequency: 24 spots a month per client per station (any additional would be a wonderful bonus). **These spots are to run in your advertising time with at least 25% in prime time.** Thank you for your efforts on this.

Please return your affidavits at the end of each month to:

ISBA
1674 Hill Road Ste. 3
Boise, ID 83702
or email to isba@qwestoffice.net