

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

TO: NCSA Coordinators - Radio  
FROM: Connie Searles  
RE: NCSA Radio Clients for 1<sup>st</sup> 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 1<sup>st</sup> 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” That 30-second spot is attached to this email. 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. The spot is attached.

**Please return your affidavits monthly.**

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

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

**Frequency: 36 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](mailto:isba@qwestoffice.net)**

