



### **Non-Commercial Sustaining Announcement Program**

The Non-Commercial Sustaining Announcement (NCSA) program is a partnership between the North Carolina Association of Broadcasters and the NC Department of Travel and Tourism, NC Army National Guard and US Coast Guard.

Under the NCSA program, the NCAB promotes and supports the three organizations by encouraging radio and television stations to voluntarily contribute airtime by running promotional spots for one or all of the organizations. The stations report the donated time to the Association office quarterly. In return for the donated time, the Association receives grant money from the organizations that is used to help fund educational workshops, scholarships and other programs as well as helping to keep member dues to a minimum. Member stations that donate the time to run promotional spots not only support the National Guard, Coast Guard and the Department of Travel and Tourism, but the broadcast industry, the NCAB and their own stations.