



P.O. Box 2369  
2042 Boreas Pass Road  
Breckenridge, CO 80424

Phone (970) 547-1388  
Fax (970) 547-1384  
[www.coloradobroadcasters.org](http://www.coloradobroadcasters.org)  
[cobroadcasters@earthlink.net](mailto:cobroadcasters@earthlink.net)

***Colorado  
Broadcasters  
Association  
Presents...***

**CBASA**  
**Supporting  
Announcement  
Program**

---

*Building a stronger  
broadcast industry.*

---



Colorado Broadcasters Association

[www.coloradobroadcasters.org](http://www.coloradobroadcasters.org)

(970) 547-1388

The **Colorado Broadcasters Association** manages the CBA Supporting Announcement Program for use by government agencies and non-profit organizations. Through this program, **government agencies and non-profit organizations** have the opportunity to contract with the CBA for a **spot announcement time on radio and television stations on a statewide basis**.

The **Colorado Broadcasters Association** enters into a discussion with the organizations advertising agency or the organization itself regarding target audiences, distribution needs, allocated resources, etc. Once a program has been agreed upon, the CBA handles creative distribution, receives station Performance Affidavits, and provides reports to the organization or its agency. In exchange the CBA is paid for a portion of the value of the donated airtime to further its mission. This allows Colorado radio and television stations to help fund the state Association with unsold inventory.

### **What is the CBASA Program?**

The **CBA Supporting Announcement (CBASA)** is fashioned after the **NCSA (Non-Commercial Supporting Announcement)**, which is a series of messages sponsored by a non-profit organization or government agency and carried over the air by radio and/or television stations in Colorado. The airtime is donated to the CBA by stations throughout Colorado and, in turn, used to “broadcast” your organization or agency’s message statewide. NCSA programs are fund-raisers sponsored by state broadcast associations across the country. In Colorado, the funds support various member programs and services. A significant amount goes to our Scholarship Program to fund grants and scholarships at state colleges and universities that offer broadcast training. In support of their Association, stations run CBASA spots on a volunteer basis.

### **Who is eligible to participate?**

**Non-profit organizations and government agencies are eligible participants.** Despite limited funding for promotional efforts, these groups are still eligible for affordable statewide distribution of their message through the CBASA program. Participants cannot purchase advertising time from any radio and television stations in the state and still qualify for the CBASA program.

### **What are the responsibilities of the participating agency or organization?**

The participants are responsible for the production of their radio and television spot(s), the cost of media duplication and the cost of distributing the spots to the CBA.

### **What is the CBA’s role?**

The Colorado Broadcasters Association will mail the creative with instructions to all radio and television stations in Colorado.

We will also provide cover materials to accompany the spot(s) introducing your organization as an CBASA participant. In those materials, stations are encouraged to not only run the spots frequently and in the best time spots available, but to also run monthly affidavits indicating what days and times spots ran and the dollar value of the airtime. In turn, CBA will provide the sponsor with regular reports summarizing which stations aired the spots and how many spots were at what value.

### **How does CBA benefit from the CBASA program?**

The income that the CBA receives through the CBASA Program helps the Association to strengthen the public service and professionalism of local broadcasters throughout Colorado. This is done, for example, by providing high quality, timely professional business and legal advice and other educational seminars.

### **Restrictions:**

Includes only programs that **have not purchased any electronic advertising** in the past for those same programs.

\$10,000 shall be the minimum contracted amount within a given month.

2 to 1 shall be the approximate ration of airtime guaranteed to amount paid; however the Colorado Broadcasters Association has seen much greater ratios with these campaigns.

### **Regarding the use of “creative” in the announcements:**

Announced political candidates and/or elected officials are not allowed to appear (any type of appearance) or may not do voiceovers in the announcement(s). The CBA sponsorship tag must be present on all announcements.

The government agency’s name may appear in the announcement but not the name of an elected official who leads the agency. The general provisions outlined above notwithstanding the Colorado Broadcasters Association reserves the right to review and/or reject NCSA contracts or announcements.