

BROADCAST SCHEDULING INSTRUCTIONS

[MP3 spots – available by electronic download]

TO: Traffic/Operations Desk

Advertiser: Explore Minnesota Tourism

Product: Campaign 2

Date: July 24, 2020

Station Notes:

This flight is for Explore Minnesota Tourism's radio advertising utilizing inventory from the 2020 agreement with the Minnesota Broadcasters Association (MBA) for *Non-Commercial Sustaining Announcements (NCSA)*.

IMPORTANT: All Explore Minnesota spots are accessed electronically online in MP3 format.

Flight Dates: August 3 – September 13

COMM'L LENGTH	COMM'L CODE	TITLE	SCHEDULE	ROTATION
:30 Radio	EMT-0801	ExploreMN – <i>We've Got the Water</i>	8/3 – 9/13	100%

Electronic Download Method:

- Please visit <https://minnesotabroadcasters.com/explore-minnesota-tourism> to download traffic instructions and MP3 files

If you have any questions regarding this program, please contact one of the individuals from the organizations listed below:

For Further information on:	Contact:
Contact person for general questions and alternative delivery options for creative.	Explore Minnesota Tourism John Schultz 651-757-1846 john.schultz@state.mn.us
Details of the current schedule or questions about remaining commitment of airtime to Explore Minnesota Tourism.	Dubbs and O'Meara Inc. Mame O'Meara Phone: 952.476.1173 Fax: 952.476.1194 e-mail: dubbsandomeara@yahoo.com
The workings of the NCSA program and your station's contract with the MBA.	Minnesota Broadcasters Association 612-926-8123 Tim.Hyde@minnesotabroadcasters.com