

# BROADCAST SCHEDULING INSTRUCTIONS

*[MP3 spots – available by electronic download]*

**TO:** Traffic/Operations Desk

**Advertiser:** Explore Minnesota Tourism

**Product:** Campaign 3

**Date:** August 20, 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:*** September 14 – October 25

COMM'L LENGTH	COMM'L CODE	TITLE	SCHEDULE	ROTATION
:30 Radio	EMT-0901	ExploreMN – <i>We've Got the Water</i>	9/14 – 10/25	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:*

<b>For Further information on:</b>	<b>Contact:</b>
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 612-356-7434 momeara@dubbsandomeara.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