



City of Burnsville

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FOR IMMEDIATE RELEASE

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BURNSVILLE COMMUNITY TELEVISION OFFERS LOCAL NON-PROFITS OPPORTUNITY TO CREATE A FREE PUBLIC SERVICE ANNOUNCEMENT

“Who are you?” That is the question Burnsville Community Television (BCTV) would like to help local non-profits answer during the first ever “PSA Day.”

BCTV has set aside the entire day on Thursday, Oct. 30, 2014 to assist community service organizations in creating a **FREE** video public service announcement (PSA).

Since many non-profits are unable to afford the cost of producing their own video, BCTV is offering PSA Day to help these organizations spread the word about who they are and the work they do. In addition to playing periodically on BCTV Ch. 14, finished videos will be provided to the organizations to use in marketing, post on social media and/or upload to their YouTube channels.

Qualifying non-profit organizations include those located within Burnsville city limits or those that directly assist residents of the City of Burnsville. Participating in PSA Day is easy. Non-profits need to:

- Sign up online at www.burnsville.tv/psa
- Choose one of three pre-designed style options
- Submit their logo, photos, script, etc.
- Spend 40 minutes at the BCTV studio on Oct. 30 to record the PSA

Timeslots are available in half an hour increments from 8 a.m. to 8 p.m. on Thursday, Oct. 30 at BCTV – 600 E. Hwy 13, Room C214 – on the second floor of Burnsville High School. **Registration deadline is Friday, Oct. 24 at noon.**

For more information or to fill out a registration form visit www.burnsville.tv/psa. For questions call Tina Wilson, Community Television Operations Specialist, at 952-641-1354.

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