



# City Of Burnsville

100 Civic Center Parkway, Burnsville, MN 55337

Phone: 952-895-4400

Fax: 952-895-4404

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

**FOR IMMEDIATE RELEASE**

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**Contact:**

Tina Wilson

Community Television Operations Specialist

952-641-1354

## **LOCAL NON-PROFITS INVITED TO 'SHARE WHY YOU CARE' AT PSA DAY**

*Burnsville Community Television Offering Free Video Public Service Announcement Production June 8*

Local non-profit organizations are invited to Burnsville Community Television (BCTV) studio for the first "I Love Burnsville" PSA Day.

PSA (Public Service Announcement) Day is meant to help local non-profits share why they care with the community through video. BCTV has set aside an entire day to assist community service organizations in creating a **FREE** video public service announcement (PSA).

**When:** Wednesday, June 8  
**Time:** Timeslots available 8 a.m. – 8 p.m.  
**Where:** Burnsville Community Television Studio  
Burnsville High School, Room C214 (second floor)  
600 E. Highway 13  
**Cost:** FREE

BCTV is offering PSA Day to help non-profit organizations spread the word about who they are and the work they do. In addition to playing on BCTV Ch. 14, finished videos will be provided to the organizations to use in their marketing, on their websites or to post on social media/YouTube channels.

Qualifying non-profit organizations include those located within Burnsville city limits or those that directly assist residents of the City of Burnsville.

### **To participate in PSA Day:**

- Sign up online at [www.burnsville.tv/psa](http://www.burnsville.tv/psa)
- Choose one of three pre-designed style options
- Submit logos, photos, script, etc.
- Spend 40 minutes at the BCTV studio on June 8 to record the PSA

Registration deadline is Wednesday, June 1 at 4 p.m. For more information or to register visit [www.burnsville.tv/psa](http://www.burnsville.tv/psa). For questions call Tina Wilson, Community Television Operations Specialist, at 952-641-1354.

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